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WHAT MAKES WOMEN BUY

Janet L. Wolff

WHAT MAKES

A GUIDE TO UNDERSTANDING AND INFLUENCING THE NEW WOMAN OF TODAY

WOMEN BUY

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TO

RUTH F. WALDO

WHOSE DEEP UNDERSTANDING
OF WHAT MAKES WOMEN BUY
HAS BEEN THE INSPIRATION
FOR THIS BOOK

INTRODUCTION

Whatever you are selling, from a bar of soap to a limousine, chances are today's new woman is in the picture. Either she buys the product herself or she influences the person who does. When it comes to men's clothing, for instance, a Roper survey showed that women influence 70 per cent of men's clothing purchases. In the office-equipment field it is often necessary for a salesman to spend as much time selling the secretary as the boss. Independent surveys and auto manufacturers both have reported that women influence, at least partially, 75 to 80 per cent of car purchases. And, of course, in their own domain as family purchasing agent for food, beauty aids, drugs, fashions, and the home itself as likely as not, women reign as queens of the family exchequer. Looking ahead to more and more women working at jobs outside the home, and realizing that they are rapidly invading traditional male areas, it is not unrealistic to assume that their influence soon will be felt on an even wider variety of products, even in industrial purchasing.

Today's women drive a hard bargain. And with the wealth and opportunity to buy, their ideas, whims, habits, fancies, eccentricities, and intuitions take on new importance to anyone selling to them.

When manufacturing a product for today's women, when selling to them person to person, when buying goods for women, and when writing or evaluating advertising for magazines, newspapers, radio, or television that is directed at women, the job can be done more precisely, more effectively, if the appeal is *right*. The person who *really* understands what makes the new women of today tick—and buy—can give a product a competitive edge with them by knowing how to design and sell products, guide a sales organization, and write

advertising copy directly to the point, with less guessing . . . less hunching . . . less spending.

What Makes Women Buy charts this selling course in detail. It discusses the influences, the problems, the desires of today's women. It shows how they think, how their attitudes are changing—what they want from your product, what will interest and appeal to them and *why*. It collects between covers much of the authoritative material on American women today, from a variety of sources—magazine and newspaper surveys, readership reports, current magazine articles, market and business reports, motivation surveys and reports. It covers up-to-date points of view in psychology, anthropology, sociology, American history, marketing, and advertising—as they pertain to today's new women.

But most important *What Makes Women Buy* is designed to be a practical handbook for all men and women who have women customers—advertisers, manufacturers, copywriters, salesmen, buyers, designers, editors, retailers. At the end of each chapter, specific Feminine Guideposts put the information into easy-to-use form. All the material has been translated into practical selling tools—tools that will work for you, and help you to promote more successful sales to today's women. And although American women today are infinitely more complex than their forebears ever were, these guideposts point out the way to tap this enormous, *lucrative* feminine market without so much of the guesswork used in the past—by showing what it actually takes to put women in the buying frame of mind.

The following chapters analyze and describe women today—their emotions, their needs, their desires—and their buying habits. This book does not deal with minor individual differences, nor does it attempt to discover an average woman. Rather, the method employed is based on a fundamental principle in modern psychology and sociology: while there is no average woman or man, some groups are more similar than they are dissimilar. The search has been for those similarities in the attitudes and interests of American women that must be understood and evaluated by anyone selling to them today. This characterization of the American women of today does not add up to a nice neat picture. It sometimes seems inconsistent and even contradictory. For just as in each individual some parts of the personality are not in harmony with others, so in the composite American woman there are forces that work at cross purposes.

This look at women is primarily for its value in selling. It is not meant to be a study in contrast between male and female. When differences have been pointed out, it is for the purpose of understanding feminine traits—and feminine traits only. So in many cases, things said about women and the factors influencing them might just as well be said of men. But these things are brought out strongly, for they are important factors in why women buy.

In considering the economic and social status of women, the emphasis has been on the broad, new middle class. While almost all women can be included in a great many of the conclusions, the special problems of the very low and very high income groups have not been explored deeply. The middle group makes up by far the greatest percentage of the population. For class status is determined by values and attitudes, as well as income. What money is spent for is as important as how much is earned. This broad, new group has also been emphasized because of its great discretionary buying power. It buys the overwhelming percentage of major household appliances, furniture, housewares, automobiles, clothes, food, and drugs produced each year.

In order to make this a practical, usable handbook, it has been necessary to generalize and editorialize from facts and observations from many sources. To students and teachers of psychology, sociology, and other related subjects, who are interested in details and minor deviations, it may seem that some points are greatly oversimplified. But to business and sales people, the information here may serve as a guide to deeper understanding of today's new women and their reactions.

J. L. W.

You don't get too far into the working and planning of a book before you realize that authorship is not a one-person enterprise, that it takes the interest, help, and cooperation of many people with varied talents.

It is with gratitude and great appreciation that I want to acknowledge these generous people and express my thanks.

TO: SALLY STRINGFELLOW who spent hours organizing, checking, editing, researching, writing—and whose imprint is on every page of this book—my very special thanks. For without her talent and hard work this book would not be possible.

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And last but not least—my husband, DR. JAMES A. WOLFF, for his enthusiasm, patience, and judgment—for he has been the source of inspiration and great help.

J. L. W.

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SECTION 1

INFLUENCES ON TODAY'S WOMEN

1

SIX MAJOR CHANGES OF PRESENT-DAY LIVING

> To be an American woman today is to be cast in an exciting, challenging and difficult role—exciting because the sky seems to be the limit in education, work and freedom; challenging because the whole concept of "woman's rights" is still relatively new—scarcely more than fifty years old; and difficult because the new freedom has produced a backwash of unforeseen emotional and psychological problems for emancipated woman.
>
> CATHERINE MARSHALL

The twentieth century has brought about drastic revisions in America's way of living. A smaller world (rapidly becoming even smaller) has changed American opinions, broadened America's outlook.

New inventions and widespread education have sparked violent cultural changes. Wars, medical science, technical progress, woman's fight for equal rights have given modern women in the United States special and different attitudes from their European sisters or their grandmothers of 1900. And more recently, a new velocity in Amer-

ican life—population growth and an unprecedented prosperity—has speeded new economic and social changes, created new needs and desires, and transformed luxuries into necessities.

All this gives to the American woman a freer, more exciting, yet infinitely more demanding, more complex life than any woman's before. For example, the increased mobility of mass America on wheels has changed her living and shopping habits. It has helped her develop new skills but has also given her new responsibilities.

Laborsaving devices for the home have made her work lighter but have opened up new areas of frustration in problems of mechanical failure, greater demands on her time, lack of satisfaction in personally doing many jobs. Her larger families have meant more children to care for, more physical work, more planning. America's great prosperity and great income have given her money to spend, increased her problems as family shopper. A wider choice of goods gives her a "misery of choice," more decisions to make, new problems in home management.

New trends in government and business have involved her in labor, tax forms, self-service, pay checks. The new, informal way of living has made her tasks lighter and easier in some respects, but the security of the formalities or old-fashioned family life is gone. Greater equality, a sameness in the way of living of all classes plus her own individual group pressures have molded her desires into a new and fundamentally different pattern.

Women are not the only ones to have been affected by this fifty-year revolution. These new influences of modern living have also transformed the living habits of the American man. But the reactions and the attitudes men have developed are quite different from those of their wives and mothers, aunts and sisters, daughters and grandmothers. These differences in reaction are partly due to the traditional roles that men and women were playing at the beginning of the twentieth century. They are also due in part to forces of women's American heritage and the wide but basic physical and mental differences between the sexes.

The knowledge of the new changes in present-day living is most important to anyone today, but especially to those who are selling to women. It permits an up-to-the-minute approach to them, furthers an understanding of their needs—in satisfactions as well as in mate-

rial goods. It also helps in evaluating the appeals of a product or sales story. Never before have appeals been so important. Today few make or sell a bad product. People have learned to expect quality. Competitive products are practically identical. In today's world products are sold less and less for their intrinsic value, more and more for their emotional pluses. Thus the appeal is often the only difference between one brand and the other.

Competition, products, ideas have obviously changed; so appeals have had to be different. For instance, today it is not likely that a manufacturer of hand irons for home use would advertise the product with the headline, "Ironing without Fire or Fatigue." Nor today would an automobile manufacturer ordinarily use the slogan, "A Trolley Car That Needs No Track," as Oldsmobile did fifty years ago.

But some appeals are not so obviously old-fashioned or as simple to update. It takes a careful observer to recognize, for example, the value in the old appeal of the society woman—so successfully used for well over thirty years. This appeal can still be made equally effective when modernized. Today's ideal society woman, with money and social position, is the "group leader" of her society who works on community projects, shows an enormous interest in her family, and lives a comparatively democratic life. Contrast today's woman of energy and enterprise with the picture of the socialite or debutante of years ago. The Queen of England provides an excellent example of modernization in this direction. She is portrayed as a democratic, devoted mother and a woman-of-state with vitality and charm. In fact, she symbolizes to the English the career woman today, managing well the problems and complexities of wife, mother, and job holder.

Out of new cultural patterns, conflicts, confusions, and technical advances—America's new velocity of change—six dynamic factors emerge: (1) Roles of men and women no longer so distinctly different; (2) greater economic and personal freedom for women; (3) the term "housewife" no longer carries prestige; (4) individual households are self-contained; (5) women's expectations are unrealistic; (6) "urban-rural" ideas penetrating every area of living.

These six points go far in explaining modern woman's problems and her particular point of view. They do not affect just a hypo-

thetical, average woman, but apply to all of today's women. For the circumstances that gave birth to these new ideas are real and reach deeply into every woman's life.

ROLES OF MEN AND WOMEN NO LONGER SO DIFFERENT

When grandma and grandpa were married, there was little doubt as to how each should behave—their roles were set before them. Grandpa would earn the living and grandma would keep the house.

Grandpa didn't expect any help from grandma in supporting the family nor did he expect her to take any interest in this problem. As a matter of fact, he usually felt she wasn't capable of understanding it at all. Grandma immediately accepted the duties of running the household smoothly—cleaning, cooking, washing, and taking care of the children. She didn't do this all by herself—she often had servants or female relatives living in the house. But she didn't expect help from grandpa. If she concerned herself with anything outside of her home, it was probably a limited venture into social welfare and grandpa most often took a dim view of it.

If one of grandma's sisters failed to marry, there was little question about her future role. She would become the "maiden aunt" and help her sister, brother's wife, or mother keep house. If family finances forced her to go to work, only a few occupations were open to her.

Because of these well-defined lines of behavior wherein men and women both knew what was expected of them, grandma's and auntie's lives were more secure. They had fewer frustrations than today's women. They were, therefore, less emotional, more predictable, but not as important customers as today's women.

Today when a man and woman marry there is no such set pattern for them to follow. They are not exactly sure what their respective roles should be. The husband is still expected to go to work and earn the major part of the living. But he is also called upon to do things around the house—repair the kitchen door, dry the dishes, paint a cabinet, change Junior's diapers, cook over the outdoor grill—in general to help his wife run the house.

In turn, the modern wife is expected to carry the *major* burden of managing the house, but that does not mean she has to make it a full-time job. Even after a woman is married, she can decide between family and career, or both, or choose to go back to school, or join

women's clubs, or work in community and political organizations. Too, many have been called upon to go to work to increase the family earnings or raise their standard of living.

Whether or not she works at an outside job, she takes an interest in her husband's job and helps him by listening to his problems, assisting with his night work, or making social contacts to further his career. Her interest in his job is almost a necessity, for she has become an important factor in furthering his career. In "Your Wife Is Your Business Partner," *This Week Magazine*, April 15, 1956, writers Lester and Irene David quoted John L. Handy, president of a large management consultant firm, as saying, "I don't know any large firm which will engage a man for a top post without seeing him first with his wife." Mr. Handy explained that these firms believe a man cannot do good work unless his wife is happy, helpful, and encouraging to him.

The intermingling of masculine and feminine roles began back in the pioneer days of the country when women were first called upon to help in many unwomanly ways. But during the 1800s and the industrialization of America, men's and women's positions were sharply defined and quite different. Today the cycle is completing itself—men's and women's jobs are again overlapping and cooperative. These changes in traditional roles of men and women have taken place in the nineteenth century, and especially the last fifteen years.

During the first forty years of the century, women gradually moved out into fields and occupations and areas that belonged almost exclusively to men. In the 1910s, the more adventurous women fought hard for suffrage and even the most sheltered ladies still clinging to their Victorian ideals took an interest in social reform. In World War I, women entered into the traditionally male area of the armed forces. Many war plants replaced a few men with women workers. Women from every walk of life rolled bandages, served doughnuts in the canteens, or made some active contribution to the war effort.

During the 1920s, women became both the companions and rivals of men and this naturally brought them closer together in their thinking and interests. With the emancipation of women almost completed and higher education easily attainable, the adventurous women turned toward careers. They pioneered the way into many new fields—politics, advertising, police work, women's fashion, art.

But these careerists were only a very small percentage of the total female population.

This decade also saw the breaking down of many social barriers between men and women which had made their lives so different. Flappers began to smoke and invaded the speak-easies. Women entered into active sports in a big way. Girls' basketball teams flourished and women's colleges held swimming meets. Gertrude Ederle, Helen Wills Moody, and Glenna Collett were only a few of the feminine names on the sports pages of the newspapers. Men and women played tennis and golf together. The Jazz Age with its Charleston made dancing almost an athletic accomplishment.

The 1930s saw few spectacular changes in the relative position of men and women, probably due to the depression. But quietly and slowly more and more women entered into business, more and more women obtained high school and college educations, more families raised their sons and daughters with the same career goals, more women had interests outside of their homes such as politics, clubs, and social work. Many women became the rivals of men in business but, more importantly, the large majority of women became the constant companions of men and shared their responsibilities, closing the social gap between the sexes.

The great blending and overlapping of feminine and masculine duties and behavior came during and after World War II. Women had been moving into the male world for a long period, but not until after this war did men enter into many of the traditionally feminine areas of the home.

During World War II, women helped in many "manly" ways. They went into the armed services, though most served behind the lines. (Almost 265,000 women served in branches of the Army, Navy, and Marines.) Another great body of women went to work in the factories and offices, replacing men who had gone to war. And most women contributed in some way—by serving on the rationing board, raising money through war bond drives, or helping with one of the wartime organizations.

In the home, women learned to do things that men or servants, handy men and service people had always done for them. Many ran the houses alone for the first time because the men were away and domestic servants had disappeared into higher paying jobs in the war

plants. Women repaired electric wires, fixed plumbing, painted walls because help was scarce or too high-priced to hire.

When the men came home from the war, they found women who were self-sufficient, who had achieved a good deal of independence, who liked the freedom their wartime jobs had given them. They found women who wanted and needed to do things outside the home to feel they were living full, complete lives.

A *Fortune* poll seems to show that men did not strongly object to women with interests and capabilities outside the home. The men polled were asked which of three girls, equally good-looking, they would prefer to marry: a girl who had never held a job, a girl who had held a job and been moderately successful at it, or a girl who had been extremely successful at her job. The men voted 33.8 per cent for the moderately successful, 21.5 per cent for the extremely successful, and 16.2 per cent for the girl who had never held a job. The men who voted for the girl who never worked felt she would be less intelligent and not expect too much and thus would make them feel superior. The men were a bit shy of the extremely successful career woman and did not look on her intelligence as an asset—few thought she would be easy to get along with. They felt the moderately successful girl with a job hit a happy medium for she would be more efficient and understand the value of money.

After the war many factors contributed to the phenomenon of men moving into and helping with the jobs that had been considered almost strictly in the feminine domain. In addition to time being spent outside the home by more women, repairmen and service people were hard to get and high-priced. Domestic servants remained practically unattainable or demanded wages prohibitively high for most families. So women called on men to help with the repairing, gardening, and heavy work around the house.

In many more families, wives as well as husbands were working at outside jobs. Women went to work or stayed at their jobs to keep up the high standards the family had become used to during the war and to help buy the newly available consumer goods. At the end of the day, husbands often helped their working wives with the cooking, dishwashing, and laundry.

Also, more and more, newly formed families began to live by themselves and men were called upon to do the jobs usually done by the

extra female relatives in the multiple-family households of the past. The business of running a house was too complicated for one woman alone—even with the new appliances which themselves needed attention. Larger families and an emphasis on family living required even more effort and attention from women. So wives looked to their husbands for help—and with their shorter workweek and hours, men were available.

Thus, a new model of husband developed—the man of the house who helps with the housekeeping. In an article for *Look*, "Husbands: The New Servant Class," Russell Lynes summed up the new role for men: ". . . the roles of the husband and wife are becoming less and less sharply differentiated. Whereas it was once a question of: 'Who wears the pants in this family?' it is now a matter of pants all around, and the children are as likely to cling to Father's apron strings as Mother's. . . . Man, once known as 'the head of the family,' is now partner in the family firm, part-time man, part-time mother, and part-time maid. He is the chief cook and bottle washer; the chauffeur, the gardener and the houseboy; the maid, the laundress and the charwoman."

Recent surveys confirm the fact that men are spending a great deal of time helping around the house. A poll of 500 men, taken by Bruce Lee and reported in *This Week*, April 29, 1956, found that eight out of ten men averaged 22 hours a week spent in work around the house. (The others had special projects and spent over 30 hours.) The 22 hours a week were divided into 5 hours on yard work, 11 hours repairing and improving the house, and 4 hours helping with the kitchen and kids. A Gallup poll indicated that 40 per cent of American men fill in as cook and 62 per cent help with the housework.

The modern couple with their almost interchangeable roles find their new situation creates new problems for them. The husband sometimes finds he is unable to take the strong initiating and governing role that is still often left to him. At the same time he may resent his wife's intrusion into the masculine world. The wife may feel her active role is suppressing and in discord with her feminine personality. She, too, finds that her husband's part in her traditional world of home and children is strangely threatening. In "Changing Roles in Modern Marriage," *Life*, December 24, 1956, Robert Coughlan pointed out that ". . . each partner brings to marriage mutually contradictory wishes. She brings the wish to dominate and

be dominated, and he brings the wish to be passive and aggressive."

Neither men nor women are quite sure what is expected and just what kind of a life to lead, for there are no precedents to guide them. The old patterns of their grandparents are gone, and no new guides have been established to an acceptable way of living. Women are confused with the new choices offered them. What should they do? Should they devote themselves to home and family? Should they take full-time jobs outside their homes? Should they get involved with local politics? How much of their time should they give to community affairs? What responsibility should they assume for changing their way of life? Such confusion is contagious and spreads to their families.

Thus, women look to any and every source they can find which will define their role for them and give them a guide for an accepted way of living—a way of life which is free enough to be personally satisfactory, yet will meet the approval of the neighbors. They seek a pattern that would not damage their husband's masculinity and would allow them femininity along with activity.

They look to women's shelter and service magazines for a guide to living just as they look to their friends and neighbors. They look to movies and books and radio and television for support of their behavior and for new acceptable patterns. They look to products and services to give them a way to achieve the new way of living they seek. A sales story can lend confidence and approval to the life they are leading.

The interchangeable roles of men and women also mean that sex differences in attitudes and tastes are less pronounced than in the past. Men's and women's interests and standards in buying will become more alike if this direction continues.

GREATER ECONOMIC AND PERSONAL FREEDOM FOR WOMEN

Today women in the United States have more economic control and more personal freedom than they have ever had before. For the first time their lives may depend on their own individual talents and interests rather than the economic and social dictates of their birth or marriage. They are relatively free to choose the job they want, the man they want, the way of life they want—with only the limitations

put on every individual. They have more money and more freedom in spending it.

Women have gained economic freedom gradually in the last fifty or so years. Not only have jobs become permissible and socially acceptable, but women are free to choose any type of occupation they wish. Around 1900 there were only a dozen or so occupations open to women. It was socially acceptable for a woman to become a teacher or a nurse if economic misfortunes demanded. Though it was not so acceptable, she might also be employed as a factory worker of a certain type, a stenographer, a domestic servant. She also might be a writer (acceptable) or an actress (not acceptable) if she had the talent.

The limited approach to the business world for women in that day is shown in a magazine article quoted by Agnes Rogers in *Women Are Here to Stay*: "The ambition of every girl who goes into business as a stenographer—provided she has a goal and does not merely regard her position as a means of filling the interim between school and matrimony—is to become a private secretary. Certainly the ambition is a laudable one for, short of actual executive work, it is about the most agreeable and lucrative kind of position one can hold. . . ."

From these few fields women gradually worked their way into almost every occupation. Dorothy Shaver, president of Lord & Taylor, became one of the first women to have control over a large corporation. The late Edna Woolman Chase became editor of *Vogue* and Carmel Snow headed up the staff of *Harper's Bazaar*. Anne O'Hare McCormick was among the first great newspaperwomen and Rachel Crothers gained fame as a social playwright. There were many other firsts—the first woman police officer, the first woman flyer, the first woman assistant attorney general, the first woman ambassador.

So today women can and do enter into almost every kind and type of occupation—though the prejudice against them is not entirely gone and they seldom enter business on an equal footing with men. They have gone to work in tremendous numbers. In 1910, not quite 8 million women worked. By 1957, about 22 million women (approximately one-third of all women over fourteen) had jobs.

Women gained economic freedom by going to work. In addition, revised laws enabled women to hold, invest, and spend money

in whatever way they wished—retain control over whatever money they had or might inherit, whether single or married.

Women today are also doing more family economic planning. They not only handle the grocery money but sometimes take the responsibility of managing the entire family finances. While much of the family income may go for set expenses, such as rent or mortgage, more and more women are writing the checks and paying the bills. The headaches of making the dollars go around have often become theirs. A 1956 survey conducted for the United States Treasury Department by the University of Michigan showed that the wife handled the money and bills in 38 per cent of all United States families, the husband in 30 per cent of the families, and the husband and wife together in 32 per cent (1 per cent not ascertained). In middle-income families especially, large numbers of wives were managing the family expenses.

The control of their economic fortunes contributed in part to giving women a greater feeling of personal freedom. They no longer had to depend absolutely on men for their food, shelter, and clothing. They could manage to get these essentials in a way that was acceptable to society and satisfactory to themselves.

Widespread and higher education has been perhaps the most important element in giving women a sense of command over their lives. Even though a full four-year college for women, Vassar, was established as early as 1861, women who went to college were often considered unfeminine or peculiar until late in the 1910s. Today thousands of young women graduate from coeducational and women's colleges each year and many go on to take higher degrees. Rather than being a sign of peculiarity, education for women is almost universally respected. Their greater knowledge and capacity for approaching all phases of life bolster the feminine ego and give women a feeling of intellectual equality with men.

The knowledge and growing use of birth-control methods have also given women the feeling they have a hand in managing their own destinies. Today, if she chooses, a woman may decide when to have children and how many children to have. She no longer needs to bear and rear more children than she can physically, economically, or mentally manage.

Part of women's new personal freedom is their voice in politics. Giving women a vote was an outward recognition of their equality

in society. To date, women have not used their political freedom to a very great extent other than in voting and working at the lower levels of government and parties. Only a few women have risen to high elected or appointed positions. But according to an analysis of the 1956 national elections by the American Institute of Public Opinion, the women cast many more votes than the men for Eisenhower—decidedly helping him defeat Stevenson, as they did in 1952. Also, in 1956, women made political history by going to the polls in a presidential election in about the same numbers as men for the first time since they were given the vote. It should be added, however, that a larger *percentage* of men than women went to the polls—61 per cent of all men compared to 58 per cent of women.

Women's new economic and personal freedom has contributed to two big changes in the contemporary American scene. First of all, women have been in part responsible for the rise of a great, new, moneyed ($4,000–$10,000 income) middle class in this country—a middle class which offers the greatest consumer market the world has ever seen. In terms of 1955 dollars, about 30 per cent of all families were in the middle-income bracket in 1941. By 1955, this percentage had increased to 50 per cent. This unprecedented growth has been due mainly to the emergence of a second worker in families. And most of these second workers are women—the majority of whom are wives. If these women stopped work, many of their families would fall back from the middle-income to the lower-income group and their standard of living would be appreciably lowered.

The second big result of women's economic and personal freedom is a new attitude toward marriage. Women no longer look to marriage solely or primarily for economic security—they can provide that for themselves. Rather, they look to marriage basically for companionship and happiness. In *Male and Female*, Margaret Mead, the noted anthropologist, summed up the new attitude toward marriage in this way: "The old needs of food, shelter, sex, and recreation are all efficiently met outside the home. . . . Assured companionship and parenthood thus become the two socially desirable values that cannot be obtained outside marriage." Dorothy Thompson indicated women's ability to support themselves or collect alimony is partially responsible for the rise in the divorce rate in recent years. Due to their economic independence women do not have to stay married for the security of a home.

In selling, the freedom of women has several implications, largely obvious ones. Women control and spend more money than ever before. They have a social status that is on a par with men's. It is evident women will greatly influence the purchase of many consumer products and services—and they may often have the deciding influence.

Also, women's freedom takes them outside the home into business, social work, groups of all kinds—their interests reach into areas other than home and family. So they should now be approached from a larger view, as informed women with many lives—as individuals rather than just as homemakers.

As mentioned above, women's freedom leads them to ask for more from marriage than security—they now look for the pleasures of companionship, mutual interests, and planned parenthood as well. The products and services which can help women in achieving these marriage goals will have big appeal and play an important part in their lives.

THE TERM "HOUSEWIFE" NO LONGER CARRIES PRESTIGE

The word "housewife" no longer brings to mind the picture of a motherly woman bustling about in her big kitchen preparing all sorts of wonderful things to eat, or the picture of a refined lady on the settee daintily embroidering a dresser scarf while quietly presiding over her children.

Today the term "housewife," especially in the upper- and middle-income groups, carries little prestige, little glamour. It is thought of as an occupation that uses few of the techniques or abilities learned in school and often does not require full-time attention. Almost every woman feels that if she does not do things in addition to keeping house and raising a family, she either lacks the proper amount of ambition or needs the stimulation of outside influences.

Just how this general attitude of looking down on the housewife grew cannot be pinpointed. The similar education of men and women toward careers certainly has been a factor. It was undoubtedly contributed to by the women themselves. As they branched out into other fields they began to take a superior view of their traditional duties. This attitude was especially prevalent during the 1930s when the career woman was a new national figure. The work of a career often

seems infinitely more exciting than the job of running a house—especially to the women who stay at home. In comparison, their housewifely existences seem dull. Or their committee or political work seems more fun, more worthwhile than the things they do at home. Generally women admire others or are admired by others for these achievements rather than for their homemaking accomplishments.

The parents of modern women have also contributed to the derogatory feeling about housewives by encouraging their daughters to lead Cinderella lives. Mothers and fathers often direct girls toward education and preparing for a career. They sometimes treat them as though they are above household tasks and act as though homemaking duties are degrading and dull.

Also, the job of the housewife sometimes seems less necessary or worthwhile because a great many of the satisfying and creative jobs in the home disappeared with the coming of the new mechanical devices. Cooking no longer takes the skill and time it used to, for foods come prewashed, pre-prepared. The big spring and fall house cleanings are usually unnecessary, thanks to the vacuum and other cleaning aids. Embroidery, starched collars, petit point, so many of the handmade items are things of the past. The activities of the home have become more and more routine and mechanical. Women must spend a good deal of their time at little, unrewarding tasks like making beds, running the electric mixer, loading the washing machine.

A woman may often ask herself, "If a machine can do most of the work I am supposed to do, where does that leave me?" Some women even worry about machines replacing them or making robots of them. In an article, "Automation Is in the Home," February, 1956, *McCall's* reassured women, "None of these appliances, however miraculous, can provide or substitute for a woman's chief role and chief joy—the loving care of her family."

Many women have resisted the innovations designed to make their job easier because they feel it makes their role seem less necessary and worthwhile. In an article entitled, "Why We Buy What We Buy" for *Look* in 1956, Ben Duffy of Batten, Barton, Durstine & Osborn, Inc., discussed women's attitudes toward quick and easy foods. He cited studies showing that many women resisted the use of these foods because of a feeling they were shirking their duties and not working as hard as their husbands.

Yet the mechanical devices and technical advances which have made the housewife's job seem less important have not always made it so much easier. With all the new devices and ideas of living have come new demands on women. A washing machine puts greater emphasis on clean clothes and means washing clothes more often. The new wash-and-wear men's suits and the no-iron fabrics in all clothing mean washing at home instead of sending to the cleaner. The emphasis on informality and being casual means really living in every room in the house, means entertaining more often. The automobile means hours spent being family chauffeur. And so on down the line.

In *Male and Female,* Margaret Mead discussed the effect of modern home equipment and services on the housewife: "There was a time also when in the first fine flush of laundries and bakeries, milk deliveries and canned goods, ready-made clothes and dry-cleaning, it did look as if American life was being enormously simplified. . . . But just as our new medical palliatives are creating new vulnerabilities and new disease states, so the new equipment has led not to more leisure, more time to play with the baby, more time to curl up and read by an open fire, or to help with the PTA, but has merely combined with other trends in making the life of the American homemaker not easier, but more exacting."

So, even though time-consuming and exacting, the work of the home does not seem as necessary or important as it did in the past, either to housewives or the people around them. Full-time housewives are inclined to feel guilty—they have grown to think they are performing a part-time job because they have so few rewards. Most women feel a certain dissatisfaction with their role in the home—either because they feel imprisoned by the petty little tasks or because they feel other people are looking down on their job.

In a summation of the attitudes of the modern woman, Dr. Ernest Dichter, motivational psychologist, indicated that most housewives as well as career women do not want to be labeled "housewife." He reported: "In one of our cake mix studies, we discovered that many of them, particularly the college-educated women, rejected any brand of cake mix that had a housewifely association."

Those selling to women should take this attitude toward the role of housewife into account. Since virtually no woman, full-time housewife or not, considers the job of housewife a glamorous occupation,

she's not likely to identify herself with the prototype of this role, for it makes her seem a drudge and a commonplace figure. She does not like to be talked to as a pure housewife, but rather as a busy woman with many activities. She also is less inclined to accept the housewifely-motherly type—like Aunt May and Aunt Sue—as a strong authority. She is more likely to listen to a specialist or a male authority or identify herself with an active, modern woman who is both capable and feminine.

However, this does not rule out an old-fashioned, looks-like-grandmother figure completely in selling. When linked with canned or quick foods, this sentimental type of person has helped overcome women's guilty feelings about not spending time and effort on food for the family. An effective use of this sentimental feeling was a Campbell's Soup advertisement picturing an elderly woman peeling potatoes by hand. The headline ran: "Some people say we're old-fashioned—We still think it's necessary to trim vegetables by hand." Thus, women were assured that the soup had been prepared with time-consuming care by loving hands even though it only takes them a minute or two to open and heat it.

In addition, a woman is receptive to an approach that builds the prestige and satisfactions of the homemaking job. A product or idea that makes the housewife seem important in others' eyes, or makes the household jobs satisfying personally, will be enthusiastically accepted by most women.

INDIVIDUAL HOUSEHOLDS ARE SELF-CONTAINED

In past generations, households were large with many people living under one roof. There were the husband and wife with several children—one or two of whom might have married and brought their spouses into the household. Grandmother, grandfather, or both might have been living in one spare bedroom and a maiden aunt or cousin in another. Mother had female companionship all day long *and* extra hands to help with the children's minor emergencies and the routine household tasks.

Today, households are generally smaller and made up of individual families. There is a new attitude that everyone should be either married and living in a home of his own, or living alone. When the children marry, they immediately move into their own homes. If they

don't marry, they often get "places of their own" when they reach maturity. Older people live by themselves rather than with a child or sister or brother. In some cases, lack of space is responsible for the disappearance of older people from the family circle, but mainly it is an attitude that only immediate families should live together. Margaret Mead stated it this way: "[It is] our belief that every family should have its own home—with only one woman in it. Furthermore, each family should consist only of a husband, a wife and minor children. All other forms of living are seen as having great disadvantages."

In these modern, self-contained households, there are generally no extra female relatives or servants so one woman has all the tasks to do herself. The recent laborsaving devices make it barely possible for her to get through the day with little time left over, though extra time increases as the children grow older. She must deal with every minor crisis and problem and want of the children herself. She spends most of her time without companionship and conversation, unless it be the repetitious chattering of a two-year-old, who is on her hands twenty-four hours a day. Her life often seems lonely and hectic. When her husband comes home at night, she feels the need of companionship, but often he is tired and would like to sit down with the paper in peace and *quiet.*

Women's daily isolation within the home is partially made up for by more group living of the type generally found in suburbia. There is often cooperation among several families rather than dependence on lone relatives. Neighbors help each other out with baby-sitting, car pools, suppers cooked together, and the like. But still the greater part of the day is spent alone and the major and minor problems of the day are handled by a woman alone.

In *The Lonely Crowd*, David Riesman, social scientist, pointed out that even in the higher- and upper-middle-income brackets, some women are found to be completely isolated. Husbands take the car; wives stay with the small children (or send them off to school), the television, and the telephone. This routine can make women very uninteresting to others and make them feel dissatisfied with themselves.

From a selling point of view, especially in selling to women, the smaller, self-contained household has important meanings. First, it naturally affects *how much* is sold. More goods, more stoves, more sofas, more appliances, more lamps, more rugs, more telephones,

more dining room tables will be bought to furnish the increasing number of households being established.

These isolated households will also affect *what* is sold to women. They will be on the lookout for products, ideas, and services that make their all-too-many tasks easier and less time-consuming. They will want an automatic timer, a gadget that peels potatoes by itself, an onion that doesn't make you cry, a toy that keeps Junior occupied for hours, a rug that doesn't spot, clothes that don't need ironing, foods that don't need preparing. They will want all the help they can get and respond to appeals offering them assistance. For instance, the 1957 ScotTowel advertising made a time- and work-saving appeal to women with the theme, "Helpful as an extra pair of hands."

More importantly, isolated households affect the *way* things are sold to women. They will buy ideas and items that promise to make their everyday routine more interesting, that help compensate for their loneliness and lack of companionship. The product or service which offers women diversion and accomplishment should be well received. A recent series of advertisements for Simplicity Patterns revolved around the idea of making women's daily life more satisfying. The major selling idea did not concern saving money or looking like a ready-made dress or how easy the patterns are to follow. The illustration showed a woman in a dress and the headline simply stated, "AND SHE DID IT ALL BY HERSELF."

Women will also be receptive to a product or service which offers them a way of making themselves more interesting to others—as *The New York Times* did with their 1956 circulation promotion, "It's so much more interesting, and you will be, too!" which featured couples in avid conversation.

WOMEN'S EXPECTATIONS ARE UNREALISTIC

It is rather common to hear this question or complaint about modern women: "Why, when they have so many conveniences their mothers and grandmothers never had, do modern women make such a 'production' of keeping house and say how tiring and trying it is?"

Some of the reasons women feel this way are those just discussed: that their new personal freedom makes them want more than their grandmothers; that many of the pleasures of keeping house have

disappeared; that they do their jobs alone and are lonely; that even with the laborsaving devices they are busy beyond all proportion to the job, due to increased standards. But, in a nutshell, a vital answer is that women's expectations are generally not consistent with the reality of the home. Women have not been equipped mentally or physically to do the job. This is especially true of women in the middle- and upper-middle-income groups.

When a modern woman was growing up, her parents and teachers usually set the same goals for her as they did for her brothers and boy friends. She was taught to want an education and to prepare for a career. She was led to believe that her career opportunities were unlimited. She also was encouraged to want to get married, but in the same way that a man learns that the accepted way of life is marriage. She was not taught the duties and behavior patterns of marriage. Others built her ideas of what to expect from marriage and told her little or nothing about what she would have to give to marriage.

If she does start out on a career, she often finds that it is more of a job than the career she expected. While almost all fields are open to women, they are primarily given the routine jobs. Women are generally paid less and promoted more slowly, for many employers feel women are not usually permanent job holders or are too emotional for managerial and executive positions.

If she marries, she finds herself faced with twenty-four-hour-a-day demands on her time and energy from her family—which usually comes as a surprise. She wants a home and family, but she has also grown up believing that her own personal happiness and wants are just as important as anybody else's—maybe more important. She is not prepared for the need to suppress her own desires that marriage demands—staying at home when she wants to go to a party, because her husband is tired, working when she feels sick because there is no one else to fix the meals and care for the children, giving up a new spring outfit so the family can afford a vacation trip.

Also, she finds marriage is more of "keeping house" than caring for husband and children. Most of her day, after the children are of school age, is spent performing regular duties—which she does alone and which often go unnoticed because the family expects her to do them as a matter of course. No matter how much she loves her family and home, she finds the routine exhausting and mentally

unstimulating. And she feels a little cheated because she isn't getting what her parents and schools had educated her to expect.

This difference between the promise and the reality is bound to raise conflicts in a woman's mind. She most certainly wants her home and family, but she also wants some of the individual expression she was brought up to believe would be hers. In order to achieve a balance between the two, to bring reality and expectation closer together, she moves into areas outside the home and works at making her home more individual and livable. She joins groups, attends lectures, maybe even holds down a part-time job to broaden her sphere. At home, she cooks fancy dishes occasionally, does some real baking, or sews new curtains for the living room. All of these jobs take extra time and energy but they give her more satisfaction than the daily, necessary drudgery.

In selecting "The Most Successful Women of 1955," *Woman's Home Companion* honored them on the basis of reaching out "beyond their traditional boundaries, beyond the concerns of family and home." Of the six women named, three were married and three were not. But each was chosen for her contribution to the community and world at large rather than to her family. The tribute to Mrs. Mildred McAfee Horton, former director of the WAVES and president of Wellesley College, vice-president of the National Council of Churches, member of the United States Commission on UNESCO, on the boards of RCA and NBC, is typical: "Mrs. Horton achieves success as scholar, educator, executive and housewife."

High expectations, such as those fulfilled by Mrs. Horton, have been placed before women. Yet, obviously, most women cannot or do not fulfill them. This unfortunately leaves them with a sense of frustration—not necessarily because they want, or ever wanted, a career as such, but because they feel they should do something outside the home to have a sense of completeness, to live up to their obligations.

In addition to not always being mentally prepared for the job of keeping house, many women find they do not have the skills needed in housekeeping. An excerpt from a letter to the editors of *Ladies' Home Journal,* August, 1955, indicated the dilemma in which many modern women find themselves. "I'm a 'housewife'—and I haven't the faintest knowledge of how to keep house! Unfortunately, I never had anything to do with household chores in my parents' home."

There are probably many women who find themselves as unprepared for housekeeping as this woman did. Women have in school studied the classics, English composition, algebra, biology, chemistry —but have been taught little about marriage, families, or how to run a house. Many of their parents have protected them from the realities of housekeeping—perhaps in the hope they'll never have to do it, perhaps with the idea that they shouldn't have to accept these burdens until they are older. Lack of housekeeping knowledge makes the jobs of these women even more difficult and harassing.

A product or service which offers women a way to bring the realities closer to their expectations should have greater appeal. This can be done by showing a woman ways to have more individual satisfactions in homemaking—such as basing the sales story of a new cake on the praise she will receive from her family. It can be done by offering her housekeeping hints, which save time and work as well as make her feel more skillful in her job. It can be done by pointing out the way to new interests which will give her self-respect and prestige.

"URBAN-RURAL" IDEAS PENETRATING EVERY AREA OF LIVING

The astounding growth of the suburbs is one of the outstanding social developments in America since World War II. It was conservatively estimated in 1957 that about 42 million people lived in the suburbs. But the total size can be only roughly determined—though the new families moving in seem to outnumber the older, prewar families.

These suburbs have moved further and further from the center of the cities, until they form a vast network of communities. They stretch one after the other from the city into the countryside—sometimes reaching the suburbs of the next city. There is one 600-mile "city" from Boston to Washington where only two short stretches—one of 2 miles and one of 17 miles—are not part of metropolitan areas. Throughout the country, interlocking suburbs are found around the large cities—so intermeshed that it is impossible to tell where one stops and the other begins. These "urban-rural" communities are reportedly growing six times as fast as the country as a whole.

It is hard to say where the impetus for the urban-rural life first

began or what caused it. Much of it was an outgrowth of economic factors—housing shortage, crowded schools, increased mobility, bigger families. But soon after World War II, it became the fashion to move to the "country"—it was the thing to do. And this fashion was further stimulated by the West Coast idea of healthier living which many people had been exposed to during the war years. The country idea of health attracted city dwellers who wanted pure rich cream, wide open spaces, fresh unadulterated air, fresh vegetables—for children and family.

A mixture of urban and rural ideas has created a new way of life for the "rural" areas where city dwellers have come and, in turn, for the urban people who have moved to the country. This marriage has created a unique kind of conformity in the urban-rural community. The influence of the urban-rural areas on America has been far greater than simple statistics would indicate. For the special way of life in these areas and the ideas generating there are penetrating all other areas of American living.

The urban-rural trends play a big part in the growing equality and standardization in this country. The poor class has gotten richer and partly moved up into the middle class; the rich class has become relatively poorer and partly moved down into the middle bracket; and the middle class has grown tremendously. The narrowing of the gap in income has been accompanied by a narrowing in the gap of way of living. People of all incomes dress much alike, eat the same kinds of food, buy the same products, generally live the same life. They are all looking toward a better life. But rather than trying to outdo the neighbors, the emphasis is on being just the same as the neighbors—on equality and homogeneity.

While urban-rural areas are a part of this middle-class pattern, they also represent a special idea. They have achieved a great American dream of the vine-covered cottage, two cars in every garage, a chicken in every rotisserie. They have acquired the material things this dream is made of—they have the model life so many are working toward.

That urban-rural ideas are influential in every aspect of American living seems to be believed by most of the large magazines and contemporary writers in the country. For instance, many of the large circulation magazines in the women's service field seem to slant their stories and articles to the women in these communities. In that way,

they can influence the group that sets the standards, plus catching many of the other women readers in the country. And apparently these service magazines do have a big influence on both the style setters and the followers. In a series of articles on "The Mass-Produced Suburbs" for *Harper's Magazine*, Harry Henderson reported that suburban ideas for home decorating come mainly from national magazines.

The Editors of *Fortune* also indicate that these urban-rural areas are setting the styles. In a 1955 publication, *The Changing American Market*, they show that it is developing a way of life that seems bound to become dominant in the entire country. To indicate just a few of its influences, they mention that suburbs have already made "ranch houses" popular, kept whole industries busy making outdoor furniture, doubled the sale of denim, caused sport shirts to overtake the sale of dress shirts. These urban-rural dwellers are also credited with starting the rush for station wagons and the craze for the game Scrabble.

An interesting example of the prevalence of urban-rural standards is found in much of the present publicity about movie actors and actresses. Rather than being glamorized in their off-stage lives, screen idols are now being democratized and suburbanized. Movie magazines show exotic actresses cooking in the kitchen, dusting the living room, caring for the children, attending welfare meetings, and only occasionally taking a well-deserved rest on the edge of a swimming pool.

If, as it seems, these areas are the forerunners of styles for the rest of the country, the urban-rural woman and the way she lives—what sets her life apart from other women's—becomes extremely important.

Actual statistics on urban-rural network are either not available or not entirely accurate because no exact boundary lines have been set and because it is growing so fast. In his articles on the suburbs, Harry Henderson estimated that the average age of suburban women was twenty-six. The great majority have incomes of over $4,000 and live in homes that cost over $7,000. Their husbands are largely managers, professionals, salesmen, skilled workers, and small businessmen. A comparatively high percentage of the men and women are college graduates.

The most striking characteristic of the urban-rural woman's life

is that its customs and habits are centered on the children, even more so than in the rest of America. What the children want, she and her husband want; nothing is too much, no price too high to pay where the children are concerned. Their friends are the parents of the friends their children have chosen. It hasn't been completely determined yet whether people move out of the city to have children or because they already have children, but the urban-rural areas are a major factor in today's high birth rate. These children generally see more of their mothers and less of their fathers than other children, because their fathers commute—though many fathers try to make up for this on week ends.

The big force in the urban-rural woman's life is group opinion. The urban-rural point of view is "group motivated." However, the group feeling goes much further than just the immediate area in which they live. Women not only have a sense of belonging to their community—but are members of a business group, a family group, a religious group. Their thinking is in line with these groups and their lives closely pattern the living of the other members of these groups. In *Individualism Reconsidered,* David Riesman described group emphasis in America this way: "There has developed today a great preoccupation, less with specific needs, than with group mood —a feeling on the part of individuals that they wanted or felt they had to spend their energies, first in making a group, and second, in attending to and improving its morale.

"This groupism, which rests not on obvious group emergencies but the vague disquietude of lonely individuals, is probably strongest in America where people appear to be vocally concerned about the problems of group participation and belongingness."

The community is more important in urban-rural areas than any place else in the nation. This is probably because these areas are socially as well as economically uniform. Since the group is practically classless, the way a woman gains prestige and becomes a leader is often by working for the community—the PTA, school board, church groups. A few of the leaders in the community group may introduce new customs and habits but they are careful not to go too far. There is generally an improvement in standard of living, a drive for more luxuries. But the women do not want to step out of line or seem to be flaunting their money. They desire only the luxuries that their neighbors have. In a speech on the social consequences of

Interurbia, William H. Whyte, Jr., noted author and editor, pointed out the power of the immediate group in determining a woman's purchases: "It is the group that determines when a luxury becomes a necessity. Take something like an automatic clothes dryer. When only a few housewives in the block have one, then the word-of-mouth praise of it other housewives can take or leave. In time, however, you get near a sort of critical mass. As more and more adjacent housewives follow suit, in a mounting ratio, others are exposed to the talk about its benefits, and soon it becomes almost an unsocial act not to own one—an unspoken aspersion on others' good judgment and taste!"

When a family's economic situation is greater than that of the community in which they live, they usually move to a more prosperous area. The types of houses, cars, kitchens are different in different communities—though the areas may seem similar at a glance—and the women living in the areas are quite conscious of these distinctions.

The urban-rural woman is living an informal life due to the emphasis on her children plus her desire to conform to the group habits. Most of the ritual and formality of life is gone. Meals are not only served in the kitchen and dinette but all over the house—often in the yard. Everybody's children wear blue jeans and T shirts. People drop in without calling—there is a general friendliness with the neighbors. However, the extreme neighborliness and cooperativeness of new suburban communities usually fade with time. Rather than being one big family, they break into small groups of three or four couples.

An informal life, however, does not mean that the urban-rural woman's tastes are not upgraded. She often reads "good" books, buys gourmet foods, serves wine with dinner, decorates her home with good judgment.

She has a good deal of discretionary spending power for she falls in the higher income brackets. This group buys most of the second cars purchased in the country, spends more for costly foods, and comprises much of the nation's luxury market. It is believed that most of them are living up to and beyond their income.

The pattern of urban-rural woman's life is usually set by her husband's train or bus schedule. Most often he works in the city, so he must leave early and come home late and probably tired. This tends

to make a woman self-reliant but also lonely. And often it is difficult for her to fill in the loneliness.

In the urban-rural areas a woman finds new jobs added to her long list of things to do. The yard, community activities, automobile, and the like take on new importance. In a 1956 analysis on the suburbs around Chicago, Dr. Ernest R. Mowrer, sociologist, reported: "The two roles which most eloquently characterize suburban life of adults are the role of chauffeur, which the suburban wife plays, and that of handyman, which the husband plays."

The seller who can influence and appeal to and sell a product or idea to urban-rural women, most especially their leaders, can also influence many other women in the country at the same time. By watching the trends in these areas future desires of many more women in the entire country can be accurately forecast. Since the urban-rural woman represents a type of success, she and her family and her way of life can also be used as inducement to buy. Other women will readily identify themselves with her and follow the pattern she sets.

FEMININE GUIDEPOST

These six major forces of present-day living on today's women offer a guidepost for fitting a sales story and product to every woman. The biggest single fact apparent in this picture of modern woman is that she is not rejecting her role of wife, mother, housekeeper, but only looking for more satisfaction and interest in that role.

1. Today's women's role in life is not clearly established—overlaps with men's. Attention and results can be obtained by helping them set an acceptable pattern of life or lending approval to the life they now lead.
2. Women's greater personal and economic freedom means that women are more important factors in buying today. It has also meant that most women take a new attitude toward marriage. They desire happiness and companionship more than financial security. Any product or service which can help them attain these goals will surely gain their attention.
3. The derogatory attitude toward the term "housewife" results in women being unreceptive to the pure housewifely model and attitude, and on the other hand receptive to any idea that builds prestige for their homemaking role, gives them dignity, or makes this job more satisfying.
4. Self-contained households mean selling more goods and finding a big feminine market for easy, time-saving ideas. A timely method for capturing the feminine market would be based on a solution of the isolation and loneliness created by small households.
5. An appeal or sales story which can bring women's realities closer to their expectations will make sales climb. This can be done by talking to women as individuals and offering them ways for achieving their individual desires despite the demands of home and family. It can also be achieved by making them feel confident and capable—through talking to them as individuals as well as homemakers, recognizing

their need for outside activities, and giving them the "know-how" for managing their homes.

6. The urban-rural ideas are penetrating every aspect of living. By influencing the women in these areas, keeping up with the trends in these communities, using the urban-rural women as the ideal many other women can be sold.

2

FOUR NEW THINKING PATTERNS OF TODAY

> The Universe is change; our life is what our thoughts make it.
>
> MARCUS ANTONIUS, *Meditations*, IV:3

The swift events and revolutionary changes in living of the twentieth century have vitally affected American thought and ideals. A shrinking globe, technological advances, threats of war, and great weapons have made life seem beyond individual control. At the same time, recent prosperity and greater education have given people opportunity and hope and faith in the future. Life has changed so fast and taken so many—and often conflicting—directions that traditional ways of thinking have been outmoded or are in a state of transition.

Four new thinking patterns emerging from the changes are important because of the emphasis given them and their effect on women's daily lives: (1) Broader outlook due to travel and communication; (2) knowledge of psychology influencing thoughts and actions; (3) family point of view and children—the prime considerations; (4) religious awareness growing.

These thinking patterns are in a period of development. For some women they may already be established facts, while for other women they may just be beginning to take on some importance. Yet these patterns cannot help but affect every woman today. They are gradually changing or strengthening women's desires and goals, making a new kind of life. The importance of these thought patterns in selling to women can hardly be overestimated. They serve as guides to the best appeals which can be made to today's women as well as pointing out the *way* of making those appeals.

BROADER OUTLOOK DUE TO TRAVEL AND COMMUNICATION

Standing at mid-century, it is hard to remember that a short fifty years ago communication was so limited and travel of any sort so difficult. Our grandmothers' lives were centered almost completely around their homes and few women had knowledge of other worlds and ideas. Their tastes and outlooks were limited almost to the confines of their communities.

In 1900, a woman had little way of knowing what other women were thinking or doing for the means of communication were practically nil. She could not pick up a telephone to call a friend in a nearby town or a distant city. There were fewer than 1½ million telephones in the entire country and many of these were in business offices. She had no idea of what other women were serving for breakfast or wearing or telling their children. There was no radio, and even the largest magazine reached less than ¾ million people. A woman knew virtually nothing of women in other circumstances and other sections, for television was unheard of and only crude motion pictures were being made.

The woman of 1900 had only small opportunity for enlarging her outlook through travel. Even a short trip by horse and buggy was an all-day affair because roads were bad and the horses had to be rested. Railroads also could take her from one town to another,

but trips were long, complicated, and expensive. Summer vacations meant packing up the entire house and moving for the whole summer—and few but the rich could afford it. The 8,000 registered automobiles in the country were considered playthings of the rich and many people had never seen one.

The limited facilities of communication and travel with the resulting expense meant that exotic foods, high fashion, interior decoration were interests of only a small class of women. The majority of women had little contact with or knowledge of art and music—though these hobbies were sometimes pursued by the more wealthy ladies. Due to their lack of contact and knowledge, many women looked on the things outside of their own world as undesirable—even immoral.

The inventions and mass production of the twentieth century revolutionized American women's lives and thinking. They are interested in a greater variety of items now that mass production has brought most types of goods within their price range. With the mass means of communication and travel, women can and do know how other women in this country and foreign lands are living. Art, music, refinements in living of all sorts are part of today's women's lives. They look on "foreign" ideas and things with less suspicion and accept innovations more readily.

The possibilities for contacts are practically unlimited and the great mass media give women an opportunity to find out about new things at the same time. In 1956, about 73 per cent of the households had telephones. This means that in a matter of seconds a woman could call the pediatrician nearby or her mother thousands of miles away. In 1957, an estimated 98 per cent of the homes in the United States had radios and an estimated 80 per cent had television sets. Approximately 67 million people watched Mary Martin in "Peter Pan" at the same time. This means women not only know about more things, but their knowledge is similar. The daily circulation of newspapers carrying syndicated columns is greater than the number of households in the country and the circulation of women's monthly magazines is in the millions. Women are informed of what other people in their town and country are doing all the time.

Greater ease of travel and time to travel today mean that women are going more places and finding out more about other people. Of all the methods of travel, the automobile has had the greatest influence. In 1957, in the United States there were approximately

36,450,000 car-owning households. A great system of roads makes seeing friends in town and going to other cities easy and within most people's economic means. Besides the automobile, plenty of trains, planes, and boats give people a way to travel. Paid vacations, longer vacations, credit plans give people time and means to go.

How many Americans travel and what they spend cannot be exactly computed because of the great numbers and the many related purchases, but all figures on the travel market indicate it is enormous. It was predicted that 80 million Americans would vacation in 1957 and spend about 15 billion dollars.

The numbers of people and great expenditures indicate that travel isn't just a luxury for the upper-income families. The passports issued for foreign travel show that Americans of all economic groups and occupations are on the go. Housewives comprise one of the largest groups of overseas travelers, with secretaries and clerical workers figuring strongly. Thus, today's women know more about the world they were born into and are sympathetic to a wider range of thought. Their interests have been widened to include the entire world. They like to taste and cook foreign dishes. Many know and appreciate the great works of art—especially when they have seen them hanging in the galleries throughout Europe and the United States. They go to concerts and listen to classical works on their radios and high-fidelity sets. They know and dress in the latest styles. Their homes reflect the color and artistry they have learned to appreciate in their travels and through mass media.

In short, tastes and interests are more cosmopolitan, more sophisticated than in grandmothers' day. This is an age of newspaper and magazine reading—in which women are relatively well informed. Women are interested in news about everything—products, services, and ways of living.

Due to this broadened outlook, many products have found some new markets—as with classical music, modern art, philosophical books. In 1957, some supermarkets were doing business in records—including semiclassical, and occasionally classical.

All products can benefit from better design and more subtle and discriminating style. Furniture, colors, fashions, automobiles, appliances increase their appeal to women as they upgrade their styles. This is also true of the manner in which products and services are

presented and sold—tasteful creation and quality are assets which can hardly be overestimated today.

Women's broadened outlook also means that sophisticated and cosmopolitan people and places can be quite effectively used as attention-getters. Marlboro's tattooed men, Schweppe's Commander Whitehead, and Hathaway's man with the eye-patch are illustrative of sophisticated appeals and all three seem to have done their job of gaining attention—women's as well as men's.

Greater travel and communication with one another have also served to make women's tastes more uniform. Since they are seeing the same things, doing the same things, knowing what other women are doing—women's tastes are becoming more alike. If the Oriental influence is popular on one Coast, it is just as likely to be popular on the other. Current fashions in clothes now arrive on Main Street and Fifth Avenue simultaneously.

PSYCHOLOGY INFLUENCING IDEAS AND ACTIONS

To go back to grandma and grandpa's heyday for a minute. At that time the science of the mind was in its infant stage and had not yet been popularized. Grandma was not inclined to examine her own motives or those of her family. There was little worrying about conformity, individualism, or neuroses—or at least these were not expressed in so many words, not named as such. If grandma wasn't happy, she accepted it as part of life.

Then along came Sigmund Freud, Jung, and countless others. Experienced and able scientists opened up human minds and motives—the subject was fascinating. Public interest was great and findings of psychiatrists were presented to the layman through magazines and newspapers. Words like "neurosis," "psychosomatic," "Oedipus complex" became common terms.

In short, psychiatry was popularized. So today, if a woman is not happy, she examines her mind, tries to uncover motives, and spends a good deal of time thinking about it. She worries as much about *why* her children do things as *what* they do. She is more aware of the complexities and possibilities and even dangers in her own and other people's personalities. That is, while psychological knowledge has meant greater tolerance of mental imbalance, it has also brought

the realization of the possibility of being personally afflicted with a mental disease—an it-could-happen-to-you feeling.

The great psychological emphasis in our society is indicated almost every day by contemporary writers in books, magazines, newspapers. Louis Kronenberger in *Company Manners* said that this extra knowledge of ourselves has made us an age of worriers. In an August 19, 1956, *This Week* article, "Can Mood Pills Really Help You?" writer A. E. Hotchner discussed the pros and cons of tranquilizers—reporting that Americans had spent over 100 million dollars on these pills in the preceding twelve months.

The psychological influence in soap operas on radio and television was brought out by John Crosby in one of his regular entertainment columns for the *New York Herald Tribune,* May, 1956: "Actually, soap opera is a kind of reflection in a distortion mirror of our own times. . . .

"Nowadays, four out of five doctors at the hospital are psychiatrists and the show abounds in psychiatric jargon. The most popular ailments . . . these days are neuroses."

The minds and motives of women have come under most intensive investigation. Everywhere women turn they are confronted with problems and questions about their abilities and their adjustment in society. The most common questions are, "What's wrong with American women? Are they really 'feminine?' Did their mothers warp their characters? Are they warping their children's? Why are they dissatisfied when they have so much? Do they understand themselves?"

The constant discussion about women and their effect on society causes women to worry and become anxious. Some of them just worry, some use tranquilizers, others go to doctors, ministers, marriage counselors, and psychoanalysts. The demand for perfection leads them to try too hard, to do too much.

In one of his feature monthly columns for the *Ladies' Home Journal,* "Making Marriage Work," Clifford R. Adams, Ph.D., found that the modern woman is working too hard for perfection due to the insecurity created by self-analysis: "She is bombarded with advice about bringing up her children. She is reminded of a mother's grave responsibilities by friends and relatives, teachers and ministers, press, radio and television. Mothers are frequently blamed for children's shortcomings, less often praised for their virtues.

"Small wonder if a woman who is insecure and uncertain of her qualifications for her role feels she must devote all her energy and time even to keep up, let alone make progress."

Constant analysis gives women a feeling of frustration and insecurity, a lack of being fulfilled. Thus, they turn to sources and devices which will compensate for their supposed or real inadequacies.

In selling, this psychological emphasis about and by women has two particular meanings. First of all, woman's great interest in the mind and analysis means she will pay attention to a sales story with a psychological twist. Camel cigarettes used this approach directly in its campaign, "It's a psychological fact: Pleasure helps your disposition."

Secondly, woman's insecurity that comes from such emphasis means that she will be looking for ways to stabilize her life and to measure up to the many requirements. Any appeal which offers her self-confidence and security from anxiety will surely reach her and bring a product or service into her sphere.

FAMILY AND CHILDREN—THE PRIME CONSIDERATIONS

In the first fifty years of this century, many events and developments drew the family members away from the home. The automobile probably had the greatest effect, but all means of transportation made it easy to go out. And there were so many things to do other than stay at home—motion pictures, restaurants, night clubs, dances attracted adolescents and adults alike. Women also found new interests and possibilities in working at jobs or in organizations. Two great wars took men out of the home and broke up many families. Individual members of the family went their own ways, seeking fun and work on their own. Family and home interests waned. The size of families decreased, one or two children being the most acceptable size. Children were not neglected, but in many cases their parents, more especially their fathers, took little interest beyond providing for their needs.

In the 1950s, there has been a rise in family living—in working and playing as a family group. There is a oneness of family participation in almost every area. Families have barbecues in the back yard together, take automobile vacation trips together, spend the day at

the beach together, paint the yard furniture together, do the dishes together.

But it is more than just living together with increased emphasis on the home—it is a family group attitude that is important. There is an emotional unity—a psychological attitude that binds them together. Mother and father are not alone in making decisions but the total family group is thoughtfully considered. Decisions are often collective ones. Mother thinks the family needs a trip, father has ideas of where to go, the children are filled with suggestions on how to get there and what to take. Purchases are often group considerations rather than individual ones. Mother doesn't buy a dress or coat without thinking how it will affect the whole family. Will it mean one less family outing? Should they buy a second television set instead?

The reasons behind this renewed emphasis on family living and collective family viewpoint are many, and come from every direction. The insecurity created by wars and threats of war undoubtedly makes men and women alike want to hold on to something permanent and seemingly worthwhile. The feeling of loss of individual power due to the sheer size of the world and the power of mechanical improvements make people seek the companionship and the security of this small, related group. Perhaps some of the desire for closer family ties is a reaction to the small, loosely knit family group of the past several decades. But the psychological influences are also certainly important. Women have become concerned, not only about themselves, but about making a successful marriage and understanding their children and husbands. They have been educated to realize the importance of a stable family group in the future character and psychological development of their children.

Longer vacations and week ends, more leisure through time-saving devices, and a generally higher income have all worked toward spending more time in and effort on the home. The lack of servants and extra relatives means that all the family members have to help in the home. More families living in their own homes give them pride in these homes and a desire to improve them. Too, the home itself is more comfortable and provides more fun due to certain inventions. Television, for instance, is credited with increasing time and activities at home. In "Television's Impact on Society," *The American Psychologist,* October, 1955, Thomas E. Coffin summed

up the various studies and opinions of television's effect on home life in this way: "Just as it brings visitors in, so does television draw the family back to the home. Observers have remarked, however, that the increased family unity is 'passive' rather than 'active.' TV is both credited with increasing the family's fund of common experience and shared interests, and blamed for decreasing its conversation and face-to-face interaction."

One of the main characteristics of family living today is the emphasis on the children. The home often centers completely around them. Friends, recreation, purchases, residences, and the like are determined in light of the children's needs.

An indication that many parents are going all out for their children is the tremendous sale of toys. The toy market grew from a 75 million dollar business in 1916 to a 1.25 billion dollar business in 1955. An article in *Advertising Agency Magazine,* November 11, 1955, gave the results of a toy market survey by Opinion Research Corp. for the Toy Manufacturers of the U.S.A., Inc. This survey showed that the women of the house, the mothers, bought 67 per cent of all of the Christmas toys and helped the fathers pick out another 14 per cent. So it seems the mothers, rather than doting grandparents or relatives, are indulging their children.

Important factors in the doting on children are modern science and the psychologists. They have given the parents greater knowledge of their children and their reactions. And as a group, child psychologists have generally recommended more freedom for children. This has resulted in letting the children do what they like, giving them what they want much of the time—often at the expense of the parents.

In addition, the psychologists have generally put the responsibility for how children turn out on their parents. Hilde Bruch, psychiatrist and pediatrician, stated in *Don't Be Afraid of Your Child* that this theory of complete parental responsibility for children offers both a promise and a threat to women: "I am so emphatic in stressing the inherent psychobiological needs of a new mother because they have been grossly neglected, particularly by the child-centered psychologists. A mother is taught that she should take care of her newborn infant as soon as she is capable of moving around. It is claimed, 'by doing the right thing in the very first beginning,' she can rest assured, that 'the end will take care of itself.' This type of

statement, with its seductive promise, also contains an overpowering threat, because it implies that failure to make the 'right' arrangements in the very beginning may do irreparable harm, that it may rob mothers of the guarantee that they can turn their infants into emotionally healthy adults."

As a result of the big emphasis on everything for the family group and the children especially, the role of the woman in the home is somewhat changed. She spends more time with her husband and children. She has more responsibility for now she organizes and provides entertainment and fun as well as doing the cooking, working, and cleaning. She concentrates on her children and is available at all hours to do anything the children might want. To be a good mother she acts as chauffeur, entertains her children's friends in the afternoon, works for the PTA, gets involved with charities, clubs, sports. Above all her children must be successful, popular, and happy.

Due to the rise in family living, products and services which can promise to provide fun and entertainment for the entire family will be well received by women. But rather than being presented to the whole family, they most often fare better when presented from the woman's angle—for women usually instigate the changes and innovations in the home.

Women will respond to themes which emphasize the family and family security and offer them ways of fulfilling their new responsibilities to the family. *McCall's* apparently acted on this trend in creating a new "family" format and terming themselves, "The Magazine of Togetherness." The Ford Motor Company has utilized this emotional appeal in much of their advertising by picturing the whole family enjoying, having fun in, a new Ford. In a six-page advertisement in the December, 1956, *Reader's Digest,* for instance, a large photograph showed a Ford convertible parked in front of the house with the children leaning over the doors of the car and peering inside. Another company to realize the great selling value of this family appeal has been Johnson Motors. Many of their advertisements for outdoor motors have stressed family fun in boating through showing photographs of children and parents enjoying boating. The sales story used such phrases as: "Recipe for fun: to two kids and one Johnson, add water"—"You go round trip, first class, family plan"—"Kids love to man 'em, too."

The child-centered home also means that women look at almost

every product in the light of their children and how it will affect them. They want to buy a house with a big yard for the family. They want to buy a sofa that will stand the wear and tear of children bouncing on it. They want washable clothes because the children are always getting dirty or spilling food. They want inexpensive, hardy glassware that will last with children constantly handling it. To sell women today, products should be child-tested and childproof, and often presented with child-centered appeal.

Another result of the emphasis on children is the influence of children in buying. Many smart manufacturers have built bigger sales by appealing to children, who in turn ask their mothers to get certain brands. Since their mothers are more indulgent, the children's wishes are often followed.

RELIGIOUS AWARENESS GROWING

The Church has long been an important center of life—spiritually, culturally, and socially—as has the home. The former is also an area where women have long had tremendous influence and interest. Even though religion and state were separated in America, the Church served as the main cultural and social center for many years. But the same forces that began taking people out of the home after 1900 also drew them away from the churches. The decades between World War I and World War II were first a period of optimism and letting go, and then a period of depression financially and mentally. In neither time did the people look primarily to the Church for guidance or solicitude.

Today there is a rise in religious consciousness—a more important role is being played by religion in family life. This activity and interest is apparent all across the country. There is a strong return to churches of all faiths—men and women participating as never before. In 1955, about 61 per cent of the population—over 100 million people—were reported to be church members as compared to 36 per cent of the population in 1900 and 49 per cent in 1940. Church attendance is also high and it is believed that more women attend than men. For instance, a study by the American Institute of Public Opinion in 1955 found that 54 per cent of women and 43 per cent of men attended church during the week they were interviewed. Increased interest in religion is also reflected by the fact

that people are giving more money to the Church. In 1955, contributions were reported as $48.81 per capita—an increase of 7 per cent over 1954.

Entertainment and recreation also show a spiritual and religious revival. Women and their families are using the Church more and more as a social center—for meetings, parties, dances, club activities. A large portion of the recent great growth in church building has been for recreational and educational facilities. Women also show great interest in books with religious themes. On radio and television, religious personalities such as Billy Graham, Norman Vincent Peale, and Bishop Fulton J. Sheen have gained wide audiences. "This Is the Life"—a television show designed to promote the Christian way of life and produced by the Lutheran Church, Missouri Synod—in 1957 reportedly had a viewing public of at least 9 million people each week. Movies based on spiritual themes, such as "The Robe," "A Man Called Peter," and "The Ten Commandments" were rated high box-office.

The factors behind this turn to religion are undoubtedly much the same as those which heightened home values. To uncover some of the reasons, the American Institute of Public Opinion asked a sampling of adults why they thought there was an increase in churchgoing. "Fear, unrest, uncertainty in the future" were named most often. Next in order were "renewed faith in God as a Supreme Being," "postwar reaction" such as the effect of religion on military personnel, and better church programming.

In talking to women, the religious growth has several meanings. Primarily, it effects promotions designed for church organizations and raising money for church appeals. American business is sponsoring religious promotions such as "The Religion in American Life" advertising series. Religious figures—on television programs, in advertisements, and the like—have great appeal for women.

Secondly, the variety of faiths as well as the religious emphasis means that appeals and approaches to women must be careful not to offend their moral sense or particular beliefs. Finally, more women will be considering how products and services fit into their church attendance, meetings, and parties. This is important in designing as well as in selling—clothes being an area obviously affected.

FEMININE GUIDEPOST

New thinking patterns are beginning to have a tremendous impact on women's lives and actions. The most important trends and their results on selling to women are:

1. Greater travel and mass communication have given women generally better tastes, made them better informed. This means new markets for music and art. More importantly it calls for an upgrading in design and presentation of all products. More sophisticated tastes make cosmopolitan places, people, and appeals good drawing cards—if handled from a woman's viewpoint. Also, women today have a more uniform outlook so that appeals and products effective in one geographical section are likely to be so in another.
2. The psychological emphasis means that women's interest can be gained by a psychological twist in approach. It also means that appeals which build women's self-confidence or help them understand themselves, their family, and society will be effective attention-getters. Child psychology, especially, is a subject that is sure-fire with mothers.
3. The strong emphasis on family and children makes women's jobs bigger than ever, for they now manage recreation for the family as well as keeping house. Appeals offering women aid in carrying out their responsibilities and education on family problems will surely gain their attention. Women are on the lookout for products and services which give them more time for the family and which offer happiness for the family as a whole. In addition, today's women look at every item in the light of their children—how it will affect the children and how the children will affect it. The children themselves may also influence their mother by requesting certain brands—so sometimes the best route of sale is through the children.
4. The spiritual revival means that religious themes and figures attract great numbers of women. Also, special care should be

taken in all selling not to offend women's moral sense or particular beliefs. In designing and selling, products should be considered as part of the life of a woman who is attending church, going to meetings and church socials.

3

FOUR IMPORTANT RESULTS OF THE AMERICAN HERITAGE

> To be an American is of itself almost a moral condition, an education, and a career.
>
> GEORGE SANTAYANA, statement in Lloyd Morris, *Postscript to Yesterday*

The background of America, the spirit of America—the ideas and attitudes inherited and brought down through the brief life of the country—are deciding factors in making American women what they are today. Many historical factors have shaped the thought patterns of today's women. Two of the strong, prevailing elements have been the great mixture of peoples and the overwhelming desire for equality.

The early settlers brought their strength and work and faith to

make an everlasting mark on American women, while the later immigrants from all countries added richness and color. The colonial peoples sent down to present-day women the idea of democracy and the sense of a destiny for America filled with hope and promise. Frontier life, which continued into this century, gave a spirit of enterprise and individuality, a feeling that this was the land of plenty.

So American women have developed a feeling for and a faith in the individual and equality, a faith in the future rather than the actual—a belief in life and its intrinsic goodness. These and other inherited beliefs and characteristics of America have affected women's ideas and attitudes—have had a great influence in molding their present-day lives.

Out of the many historical influences have come four results which seem of major importance in the lives of women today: (1) American women have a high status; (2) women share the "great American dream of success"; (3) today's women are moving away from excessive Puritan austerity; (4) today's women want newness within the bounds of conformity.

These four results are not merely up-to-date copies of early American ideas. In some cases, women today *are* strengthening the old beliefs, but in others they are turning away from the traditional ideas. And in some instances the old ideas are developing into something other than the desired effect—for example, the goal of equality is ultimately helping to bring about conformity. But, whether guided by the old beliefs or reacting against them, women are behaving according to the dictates of their American background.

AMERICAN WOMEN HAVE HIGH STATUS

Partnership in daily living and scarcity in numbers gave women a high status—an unusual amount of respect and influence. Since the first maiden, Priscilla Mullens, came over on the *Mayflower,* the attitude toward women in this country has been liberal as compared with that in other countries. Priscilla was treated with regard and as a respected partner, though not an absolute equal in the business of making a life in the New World. Of course, other arrivals did not always find themselves in the same circumstances as Priscilla did. Southern women of the higher classes, for instance, were usually put on a pedestal, treated as "decoration," rather than actively par-

ticipating in the work to be done. But Priscilla and the Northern women who followed her had a lasting effect on raising the status of women in all parts of the country.

The status of, and concern for, women is reflected in the early colonial laws. For instance, bigamy was forbidden and a man could not beat, desert, or take his wife into a dangerous place. The law did not give early women full and equal status with men—as in the matter of voting rights. But later, women were able to gain these rights, partially due to an inherently greater respect for the female sex in America than in most other countries.

A compelling reason for the high position given women in America was their absolute necessity. The settlers needed wives. Wives were necessary as workers to make clothes and cook and care for the house—but women were scarce, so they had a great say and choice in the men they married. Women were at such a premium, few American fathers gave dowries. The combination of necessity and scarcity caused men to treat women and their ability with regard. This naturally put women in an influential position.

Once a home was established, women were treated with the respect afforded a full partner rather than as a fragile lady or merely a servant. There was too much work to be done in establishing themselves in a wilderness to leave room for ladylike conventions or the idea that women shouldn't be usefully employed. Women shared the traditional trials and tribulations with men as partners, in both thought and work. And the hard work of early American women contributed toward their earning and keeping the respect and partnership given them. Their ability seemed to prove that they were neither so frail nor so incompetent as many had imagined.

Another factor that increased the position of women was the basic theory of government that grew in America—democracy and self-government built around the ideals of equality and individuality. In a 1955 commencement address at Smith College, Adlai Stevenson voiced the effect of the beliefs of freedom and individuality on the status of American women: ". . . Western marriage and motherhood are yet another instance of the emergence of individual freedom in our Western society. Their basis is the recognition in women as well as men of the primacy of personality and individuality."

It should be added that the position of American women is high and unique as compared to that of women in the rest of the world.

But in almost every place, including America, women's work has been considered inferior to men's.

The respect and admiration for American women and their superior status are elements that immediately strike foreigners visiting here. In May of 1956, a young Parisienne, Monique Seres, put down some of her impressions of American life for *The New York Times Magazine*: "It was an experience, too, to attend a County Farm Bureau Women's Committee. Here, middle-aged farm wives discussed problems as large and intricate as the development of national policy, legislation, citizenship, education, health. I understood then why men in this country usually speak of women's accomplishments in a tone of admiration."

On the whole both women and men in this country today take women's rights, female companionship, and intelligence and ability to work, for granted. This does not necessarily mean equality with men—but it does mean acceptance by men. Of course, there are always those who do not give much credit to women. In *The Revolt of American Women,* Oliver Jensen told this story about an editor of the *Denver Republican.* In 1901, when the editor heard that Anna Edson Taylor had gone over Niagara Falls in a barrel (the first one of either sex to do it successfully), he remarked that Anna was "taking a lot of credit that belonged to the barrel."

Today women are partners in living much as they were during the settling of America. This is in contrast to years when America was becoming industrialized and men's and women's jobs were strictly separated. In this period women's work was considered *greatly* inferior, though women themselves were much idealized. Today women are either holding down jobs or putting in time on community services and projects. The active part today's women play in the economics of the country is a furtherance of the original role of colonial women as economic partners in the home. Home is also again becoming a joint enterprise with the cooperation between men and women and a rise in family living.

Though women are not scarce today—even outnumber men—they still have a great deal of choice and say in their lives. They usually set the pattern of family living—have a big hand in making decisions about the home. This is why they are important customers today.

The high status of American women has developed two main

attitudes in today's woman of concern in selling to her. First of all, she wants to be a woman—she feels pride in being a woman. Her position is well regarded, her record is good—so she generally feels respect for herself and her sex. So, despite basic feminine rivalry, she will accept other women as authorities—hence the success of the Betty Crockers and the Betty Furnesses. (This does not mean that it is always best to use a female instead of a male authority when selling to a woman.) The type of woman most respected by another woman changes with the times and mood, but a woman has confidence in other women and often feels they are more knowing of her problems.

The pride in womanhood also means that modern woman is susceptible to an approach on a womanly basis. She feels neither oppressed by, nor ashamed of, her femininity. She may reject an idea if it is falsely feminine, but will take it to heart if it helps her in her life as a woman. However, due to womanly pride, she will reject an approach which doesn't give her full status—which pictures her as underprivileged, overworked, or unintelligent. More than likely she will welcome an advertisement for a washing machine which pictures her as free to use her time usefully as women should. But she will likely pass by another which shows her hidden under pounds of dirty clothes.

The second attitude this high status has given to the American woman is the feeling that she can do anything she wants, can move into any area. The record shows that she has accomplished most of what she set out to do in the past and has gotten a say in almost every matter. Thus, in selling, it is valuable to help a woman get what she wants by making things easier for her—for example, a packaged tour of Europe for a single girl, and a clothes drier for a woman with three children.

WOMEN SHARE THE "GREAT AMERICAN DREAM OF SUCCESS"

From the very beginning America set its eyes and goals on the future. The land held out a promise and a hope that tomorrow would be fulfilled. The pioneers brought with them a sense of destiny—Providence would see that they made a home out of the wilderness. America was a haven, a second chance—it had to succeed.

This dream of success has been the promise of America held out

to all the world from the time of the Pilgrims to the present day. Allan Nevins and Henry Steele Commager in a joint record of American history pinpointed the feeling of newcomers to this country: "To all of these newcomers . . . America was the Promised Land. All, whatever their reasons for taking the step, were caught up in the great adventure; all dreamed of a better life, and most of them helped build such a life for themselves and for their children."

As Americans pursued the dream through the years, the trappings of success became more and more materialistic. Events like the growth of technology and urbanization increased the value of objects rather than ideas. Success in life was judged on the amount of material things one acquired. And as the abundance of America began supplying not only the comforts but the luxuries, the measure of success became the *kind* of things one gathered as well as how much. For example, today simply owning an automobile or a home does not automatically signify a successful person—the brand and model of car, the price and location of the home, tell *how* successful the person has been.

Today the American dream of success has become fairly standardized. Greater standardization has been created by more and more people being in contact with each other, hearing the same ideas on radio and television, living similar lives.

The primary goals for both men and women are to do better than one's parents—to be liked and considered successful by others. The outward symbols of success are a car, a good job, fine clothes, nice home, lovely children, and so on. It is also necessary to have a "successful personality." In a February, 1957, article for *Harper's Bazaar*, "Born 1930: The Unlost Generation," Caroline Bird wrote that this generation speaks of personality ". . . as if it were a commodity, something that can be manufactured and sold." For a man, a successful personality means being thought of as a "good guy." For a woman it involves being thought of as a good wife and mother—having a way that pleases everyone.

So to appear fulfilled and successful in the eyes of society, a woman must have what seems to be a perfect marriage plus living up to the new standards and duties of being a wife and mother. She must run an efficient house, help the community, look lovely, be poised. She must also see that her husband and her children are successful.

That a woman's actions are deemed greatly responsible for her husband's success was indicated in a *Woman's Home Companion* synopsis of Frances Benton's *Etiquette* in 1956.

It told a woman how to be successful in helping her husband make a success in business: "The ideal corporation wife, according to businessmen, should first of all be sociable. She should like people and know how to handle them graciously, know how to entertain and how to be nice to everyone in the company without getting too chummy or too gossipy. . . . She should never drink too much. . . . She should make herself as attractive and ladylike as possible because her looks and behavior supposedly reflect not only on her husband but on the company. . . ."

The heritage of the great American dream has ultimately left a woman with the attitude and belief that above all else she and her family must be successful—successful by material standards and outward symbols. The requirements of this dream can be frustrating, for trying to achieve the goals often overburdens her and the end results are disappointing.

In selling to a woman, knowledge of these goals can be used in two ways. In some instances a product can help her achieve this dream—show how she and her family can meet the standards. The product can become part of the outward signs of a successful life—as the type and size of homes are.

Secondly, the seller can show her how the standards of success can be somewhat less demanding, a little more relaxed. Help show that it is not necessary to be exactly perfect in all ways to achieve success. A product like Jell-O can and has done this with its "busy day" desserts which are easy but look like they have taken a lot of effort. Ford Motor Company has done this by building the prestige of Fords—fine cars but not at fine car prices. Almost any product holds the possibility of making success easier for women.

WOMEN ARE MOVING AWAY FROM EXCESSIVE PURITAN AUSTERITY

Puritanism has been a vital and forceful element in the lives and thinking of American women. While the term "Puritan" comes from the early religious group in Massachusetts, today the reference is to the thinking of many peoples who came to America primarily for religious freedom, who were deeply reverent, and who brought a

very strict moral code of living. The Puritans who settled in Massachusetts held the typical ideas that prevailed and have been handed down.

The Puritans were not religious radicals but religious conservatives. They feared God and little else. Their aspiration was to "do their duty" in any state in which God found fit to place them. Denial of the flesh and frugality were virtuous—pleasure was sinful. They believed in direct rewards and punishments for their actions.

The hard life the Puritans lived made thrift all the more necessary and consequently all the more virtuous. Worldly goods beyond the necessities of life were considered sinful. Strangely enough, these Puritan beliefs had a great influence in making America a "business" nation, and thus more materialistic. Since pleasure and leisure were sinful to the Puritans, it followed that work and business were virtue.

The Puritan women had a great deal of influence in religion—and thus in the whole community. They were of high ideals but slightly unbending and repressed their feelings and emotions. It was through these women that the Puritan moral views were handed down to other generations. Women have been the guardians of Puritan thought. And in some cases they have taken these moral views to fanatical extremes—as in their support of the Salem witch trials.

Throughout the years the influence of this strict code has been felt even though it has not always been followed in the strictest sense of the word. There are many women—and men—who still have what might be termed a Puritan heart. In art, for instance, Americans usually reject the rococo element. A kind of serious-mindedness makes it hard for them to look at pleasure bare—with no reason behind it. Many people still feel guilty about having too many pleasures—and feel a reluctance to talk freely about sex.

But many happenings indicate that women today are easing up on the strict puritanical views—not abandoning morality or religious interests and values, but becoming more and more liberal. They are moving away from the idea of black and white, right and wrong in ideas and actions, just as they are dressing in bright blues and brilliant yellows instead of gray and black and white. They are not inclined to label certain people as "bad," but often think of them as

being sick or neurotic. They go to church, but almost as often for dances and other activities as for worship.

The discussion of sex is no longer taboo—it is open for conversation. The late Dr. Alfred C. Kinsey reported on the sexual behavior of American women. Books and magazines offer mountains of advice and knowledge to women. High schools teach classes in biology which explain the human body and sexual functions. If women have any special problems, they may write freely to Dorothy Dix or any number of counselors about their inhibitions or uninhibitedness. Divorce is increasingly common and the attitudes toward it generally more liberal.

Into the Puritan concept of "do one's duty" has come a new spirit of "live for today." With wars and other major catastrophes looming, many people don't feel so sure there is a tomorrow. This attitude is partly responsible for the fact that people are marrying younger. In an article, "Why They Are Marrying Younger," for *The New York Times Magazine* in January of 1955, Sidonie M. Gruenberg recorded the conversation of a young woman: "What I feel most about living is its impermanence. The only happiness we can count on is what we make for ourselves and our children."

The Puritan morality of self-denial has been somewhat replaced by a self-indulgent attitude. Much of the stigma has been taken off pleasure. It is neither painful nor sinful—it is neither right nor wrong. Pleasure is no longer a very great moral issue. In fact, a slight advantage seems to have been added to letting go, treating oneself. It is often a reward for something well done or a pleasure foregone. In a February 1955 article for *Sales Management*, "What Are the *Real* Reasons People Buy Today?" Dr. Ernest Dichter and Ray Josephs stated that self-indulgence or self-reward is now one of the major buying forces. They found that people want to live completely and fully to escape boredom, have lost their guilt about their shorter work and longer leisure.

This self-indulgence is reflected in the fact that many, many people are apparently no longer willing to save up for what they want—to work toward a goal. They borrow or buy on the installment plan so they can use and enjoy things *now*.

This retreat from strict puritanical austerity means new approaches in selling are not only "permissible," but advisable. Women are

looking for new pleasures, new luxuries, new prestige, now that the moral question has been removed from such indulgences. They will buy happiness and fuller lives. They like to be told to enjoy themselves. Pan American expressed this modern idea in a 1956 travel advertisement headlined "The thing to do with life is *Live it*!"

As appeals, comfort, convenience, and luxury now seem to have greater force than economy or doing a good job. Most women will respond to these new, more self-indulgent appeals even though they may feel they are being willful or emotional. But there is enough Puritan feeling in many women to keep them from buying strictly on this basis. They will need to be given reasons along with these appeals to rationalize their purchases—such as economy, health, a better life for the family.

WOMEN WANT NEWNESS WITHIN BOUNDS OF CONFORMITY

The first settlers who landed in America had a desire for change, for newness. They had the daring, the courage, the curiosity, the desire to exchange the old way of life for a new one.

The acceptance of the new, the wanting of something different and better, stayed a part of the American character. One reason the American never "settled" for the old was that the resources of the land were so unlimited. It was never necessary to modify or perfect the things that existed. They could simply be discarded for something new and better. New ideas easily got a chance to be tried.

Existing side by side with desire for newness was a drive toward conformity. Two of the outstanding characteristics of America—emphasis on equality and mixture of peoples—seemed to will men and women toward sameness. The word "equality" itself implies that all should be alike. If people acted differently or dressed differently, it seemed they were trying to be better than others—so any differences were discouraged.

The mixture of peoples also led to conformity because of the immigrants' desire to fit into the pattern of the culture. The newcomers immediately set out to talk, dress, and act like Americans. They emulated the established groups so they would not appear to be different or peculiar. Their great desire was to be "American."

In the life of the frontier towns these apparently contradictory

traits of desire for newness and will to conformity were very plainly seen. The people of these towns were continually looking for something better, always ready to move on to greener pastures. Yet eccentricity, fancy dress, sophistication, superiority were frowned upon and discouraged.

In *The Organization Man*, 1956, William H. Whyte, Jr., pointed out the basic cooperativeness and community spirit in America: "Nor should we regard the emphasis on cooperation as a reversal of our national character. When the suburbanites speak of re-establishing the spirit of the frontier communities, there is a truth in their analogy. Our country was born as a series of highly communal enterprises, and though the individualist may have opened the frontier, it was the cooperative who settled it. So throughout our history. Our national genius has always lain in our adaptability, in our distrust of dogma and doctrine, in our regard for the opinion of others. . . ."

Today's women have inherited the desire for change and the ability to adapt from their predecessors. They show the same liking for the new, the same readiness to experiment. They will buy or try anything that offers betterment. Women are not completely bound by the traditions of their ancestors nor the pattern of life they followed last year, as in many countries. Last year they may have spent their energies and money improving their homes—next year they may put all their efforts in traveling away from these homes. They are open to change, acceptable to change, looking for change.

The will to conformity is also a drive with today's women and is different from that of the pioneers' mainly in the fact that it is greater. As the community has grown tighter, the standards have become more stylized and the pressure to follow them is greater. There is less and less room for a real individualist. Whatever is popular seems best. Women have found themselves under greater obligation to follow the accepted patterns. The popularity of books and magazines and newspaper articles on good manners and etiquette—largely read and purchased by women—is part of their desire to be and act within the bounds of conformity.

In *Patterns of Culture*, the late Ruth Benedict, highly respected anthropologist, indicated that the fear of seeming different is a prime motivation in our society: "Middletown is a typical example of our usual urban fear of seeming in however slight an act different from

our neighbours. Eccentricity is more feared than parasitism. Every sacrifice of time and tranquillity is made in order that no one in the family may have any taint of nonconformity attached to him."

But even the pattern of conformity in America has a moving, dynamic quality due to the desire for change. The emphasis is not on preserving what one has, but on acquiring a new point of view, a new way of life—moving forward together. Although women are constantly seeking new and better things, all the new changes must stay within the present patterns of convention. In the years around 1955, an individualistic trend could be seen creeping into the current conformities. There was a growing tendency to believe that women should suit their own tastes in home decorating—it was acceptable to have and do what they liked—if not too extreme and different.

From the view of selling to women, the desire for newness means that newness must often be created—by outdating or outperforming what has gone before. Products do not have to be physically worn out before they are replaced—they can become psychologically outdated, as car models are each year. Recently there has been a striking example of this in the case of colored refrigerators. In 1956, *Advertising Age* reported Howard J. Scaife of Hotpoint Co. as feeling that color in refrigerators would enable them to reduce the trade-in span from eleven to perhaps seven years or lower. New designs—such as the Sheer Look in Frigidaire—should also create more trade-ins. Women are seeking better goods to improve their lives, and the products and appeals which do not provide newness are apt to be left behind.

Women's will to conformity means that the newness of the products should be kept within the bounds of convention. Too wide a departure from the accepted pattern will not be generally acceptable. The dynamic quality of women's conformity means that it is necessary to keep pace with the direction it is taking. In this way appeals can be offered which are up-to-date. For instance, if the conformity pattern emphasizes the using of individual taste, the appeal would include "everyone is doing it—but here's how you can do it a little differently with some imagination."

FEMININE GUIDEPOST

The heritage of America affects selling to today's women in these ways:

1. The high status of American women has made them important customers. It has given women a pride in the female sex. They want to be female and feminine. So in selling they will accept female authority and feminine approaches. They will also welcome ideas and products which make activities easier for them as women.
2. The American dream of success has set the goals of ideal marriage and acquisition of material goods for women—goals often too exacting for them. A product or service can profit by becoming a part of the success symbols or helping women achieve the goals. An equally good appeal is telling women how to relax the standards a bit and still attain their desired goals.
3. Today's women are turning from strict Puritan morality, so that appeals to comfort, luxury, beauty, and pleasure are readily accepted. But there is still enough Puritanism left in today's women to require that these new appeals be backed up by other reasons such as economy and health.
4. Women's desire for newness and change means that products and appeals have to be constantly updated—must hold out a promise of better living. But these new ideas and changes must stay within the accepted or developing patterns.

SECTION 2

WHY WOMEN THINK THE WAY THEY DO

4

SEVEN IMPORTANT PHYSICAL FACTORS

To men a man is but a mind. Who cares?
What face he carries or what form he wears?
But woman's body is the woman. . . .

AMBROSE BIERCE, *The Devil's Dictionary*

Thanks to doctors, anthropologists, psychologists, psychiatrists, industrial engineers, and businessmen, both sexes have been so thoroughly X-rayed, dissected, measured, tested, and observed that today not a scrap of tissue or a tibia remains unidentified or unsexed. From the beginning of life, men and women differ in almost every particular down to the smallest cells.

While all the subtle differences between the sexes are interesting and important in many ways, these seven areas of women's physical

make-up affect their personalities and attitudes—and thus ultimately have a part in setting their buying habits: Woman's (1) reproductive system and sexual characteristics lead to unique feminine emotions; (2) size and muscular power affect abilities and thought patterns; (3) bone and body proportions help determine extent of activities; (4) the five senses are extremely acute and create special sensitivities; (5) brain power is equal to men's though each sex shows special aptitudes; (6) bodily mechanisms and nervous systems are responsible in part for high-key emotions; (7) longer life expectancy and greater resistance to disease are lessening idea of woman as the "weaker sex."

That factors of physical make-up have a part in molding women, in determining their actions, is generally agreed upon. But there is little agreement on *how much* influence they have. Some authorities believe that environment is the paramount factor. Others give more credit to basic physical characteristics. So in evaluating women's physical aspects, the interrelation of the cultural heritage and the present social situation must also be considered.

REPRODUCTIVE SYSTEM AND SEXUAL CHARACTERISTICS LEAD TO UNIQUE FEMININE EMOTIONS

In one way or another, nature constantly makes a woman aware of the fact she is feminine. Puberty, end of virginity, pregnancy, childbirth, menopause are all very sharply defined physical experiences. They remind a woman over and over again of her sex—make her sex a deep and influential part of her life.

During a woman's childbearing years, the pituitary gland causes menstrual cycles which are a constant reminder of being a woman. For many women these monthly cycles are confining, physically limiting their activities and abilities. Many women often feel they are not up to cleaning the house or a hard day at the office or an all-day picnic with the family. Hormonal changes at this time also often bring changes in women's mental attitudes—periods of apprehension and depression or fits of tidiness and straightening things out. According to Dr. Erle Henriksen, gynecologist at the University of Southern California, at least half of all women are turned into "witches" of varying degrees once a month—irritable with and irritated by their families and friends. Dr. Henriksen has reported

that it is not uncommon for these women to have clothes and shoes of two sizes—smaller sizes for their good phase and larger sizes for their bad phase.

In later life, passing through the menopause period, a woman ends the reproductive period of her life. At this time, the changes in her body are very likely to make her uncomfortable and upset—often irritable and emotional.

These bodily changes, often physically limiting and emotionally upsetting, do not usually affect women today as much as they did women in the past. Part of this is due to their enlightened attitudes. Women today have pretty much left behind the idea they need to be sedentary during pregnancy or menstrual periods. Menopause no longer seems to be the end of purposeful life—women look to many full years ahead.

Modern medicine has also helped to make women's biology less restricting to them. New drugs and the use of hormones are able to make these physical changes less severe so that today's women are more active physically, less affected mentally.

Sexual characteristics and bodily changes make most women generally more emotional, less predictable customers than men. At one time women may be receptive to an idea or product—at another time actually be irritated by it. A study of women's monthly mental changes—at times outgoing and other times wanting attention and help—was made by Edward H. Weiss and Company, Chicago advertising agency. This study found that each advertising campaign should be designed to reach women in both moods if it was to be most effective. As an example, a prepared food mix might appeal to women to be creative. It could also offer an easy, time-saving method of food preparation.

Another implication of these physical facts is that women's interests will generally be more passive—less likely to center on strenuous physical activities than men's. The average woman would be more interested in reading about sewing than about swimming.

More importantly, woman's physical experiences—in fact most of her internal environment—are geared toward childbearing and being a mother. The purpose of the changes which take place in her body is reproduction. A woman becomes aware of this fact mentally and automatically prepares her mind for it without ever being told. On the biological level, bearing a child is a woman's basic purpose in

life and on the personal level it is her way of achieving a kind of immortality. This event which involves such profound feelings and is so identified with her own body has an incalculable influence on her whole being.

Nature prepares a woman to care for her child physically by providing her with milk after childbirth. This physical relationship is usually followed by emotional reinforcements: the mother's wish to take care of, protect, feed, defend her child and give it warmth and tenderness. Only unusual circumstances prevent these feelings. According to Dr. Helene Deutsch, author of *Psychology of Women,* the quality that is aroused by childbearing is "motherliness"—and it stamps a woman's whole personality. It is invoked not only by the physical childbearing but by the emotional appeal of the child's helplessness and need for care. Dr. Deutsch has found the chief characteristic of this motherly quality is tenderness.

All women know and experience motherliness in the normal course of life. Even when she is not a mother, a woman's wish to mother is likely to be present—as with the motherly maiden aunt or the childless wife who adopts children or carefully attends a pet.

The implications of motherhood in talking to women can hardly be exaggerated. The combination of the mother and child will seldom fail to gain women's attention. Door-to-door salespeople find that they gain interest and entrance from women customers by beginning the conversation with the subject of children. Certainly an important part of the success of Ivory Soap and ScotTissue, leaders in their fields, is their advertising campaigns revolving around pictures and stories of children and mothers. The picture of a woman in a loving, tender role usually gains immediate attention and identification.

Although the attitude toward motherhood today has changed from an extremely protective, possessive type to a stand-on-your-own-two-feet variety, women are deeply interested in ideas for caring for and developing their children—or grandchildren or friends' children. Libby's Baby Foods—a natural because it is designed for babies—carried out this idea in their 1956 advertising with the themes "Libby's makes babies good eaters . . ." and "Love and Libby's make baby grow." Products not so closely related also can profit from a relationship with children—as Kellogg cereals, Wonder Bread, Castoria, and Ipana have done.

SIZE AND MUSCULAR POWER AFFECT ABILITIES AND THOUGHTS

Certain physical facts about women play a distinct role in making the course of their lives different from men's. The average woman is 10 per cent shorter than the average man; she weighs approximately 15 per cent less than he; her muscular power is about one-half of his; her body is about 35 per cent muscle, his about 41 per cent; her hand squeeze is one-half as great as his. These differences seem to be inherent physical differences rather than only the result of men doing more hard, heavy, or outdoor work than women. For even when a woman does hard physical labor, she seldom develops the strength of the average man.

Sports statistics are a good illustration of the limitations of a woman's physical strength. Professional sportswomen train as vigorously as male athletes, yet women's records seldom match the men's. Even in swimming where women do so well, their world record free-style time does not match the men's (as of 1957). In field events such as the high jump, broad jump, discus, and javelin, the men's world records (as of 1957) outdistance the women's anywhere from 1 to 77 feet.

In other areas where women are called upon to use an unusual amount of strength the situation is the same. Will Chasan pointed this up in a 1955 article for *The New York Times Magazine* on female members of the police force, entitled "New York's Finest." He reported policewomen carry guns and have been taught to protect themselves—a few have even captured dangerous criminals. But they are not considered "strong women" and male members of the force stay close by when trouble is expected.

Businessmen and industrialists realize the many implications in the sex differences of size and strength and take them into account. The most obvious result, of course, is that the strenuous jobs like digging ditches and loading freight in this country are usually assigned to men.

Another obvious result of women's lesser strength is the lightening of the manual work women do perform. Equipment and machinery designed for use by women are made as light and movable as possible. Many appliances used by women move horizontally, rather than vertically, because this motion takes less strength. Recent im-

provements in automobile design, such as power steering and power brakes, were made especially for women drivers. Car manufacturers have also improved the mechanics of changing a tire and made it a lot less strenuous.

Another implication of women's lesser size and strength is that they tire more quickly and are less able to stand exertion than men. Industry often takes care of this by giving women factory workers frequent rest periods. Even though the rest periods mean loss of time, the total output by women is usually greater under this system. Department stores are benefiting from the same principle when they install escalators, restaurants, and lounges which give shoppers a short break. Women buy more after they have had a rest. For instance, the Coca-Cola Company made a study of supermarkets in various parts of the country. They found the average woman shopper spent 13.9 minutes and $5.67 in the store. However, when she was treated to a Coke, her time in the store went up to 16.7 minutes and the money spent grew to $6.68.

In selling to women, the fact that women tire more easily and have less strength than men should often be taken into account. Many products and services have been designed for and promoted to women on the basis that they're physically easy. Many more could promote these aspects. In a house, for instance, pertinent sales points might be: a coordinated kitchen area to save unnecessary steps—a ranch style to prevent having to climb the stairs—a parking spot by the kitchen so large bundles can be easily taken in the house.

But the important fact about women's smaller size and lesser strength from the selling angle is that they are partially responsible for the sex differences in personality and attitudes. Men are generally more aggressive, active, dominant. Women rely more on strategy and develop keener perception and observation. These character traits are seen clearly even in young children. Studies made in nursery schools show that boys do most of the fighting and are more of a behavior problem. All through life men feel they should be the aggressors and dominate women. This attitude is also reflected in the fact that in this country men have been dominant in love, business, sports. Women tend to feel slightly overpowered, less in control of life because they are weaker in muscle power. This they combat by developing subtle ways of controlling things.

Their physical make-up also leads men and women toward differ-

ent interests and activities, which can be seen early in life. In *Differential Psychology,* Anne Anastasi and John P. Foley, Jr. reported on many studies about play activities of children. While both cultural and physical factors contribute to the differences in play activities, these were their major conclusions: Boys generally play active and vigorous games and competitive games involving muscular power and skill, like football, baseball, shooting, boxing, fishing; girls more often play quieter and more conservative games like dolls, dressing up, dancing, playing house or store.

Men usually like things that have to do with physical activities. Women usually like things that don't. Women's interests tend more toward sedentary occupations and emotional concepts. For instance, not only do women participate less in athletics and have a lower record, but they are infinitely less interested in sports than men. Studies made by Professor Donald Paterson of the University of Minnesota and Dr. Lewis M. Terman of Stanford University showed that only 2 per cent of women have as much interest in and knowledge of sports as the average man does. TV is rapidly raising this percentage, but still the percentage of women viewers at a sportscast is usually less than other TV fare.

The need for taking women's interests into account when trying to sell them is obvious. Naturally most women are more interested in making curtains or in news about people than in the batting averages in the major league.

BONE AND BODY PROPORTIONS HELP DETERMINE ACTIVITIES

Essentially man's body is built for physical activity and woman's body, to bear children. In every detail, man and woman are formed and proportioned in radically different ways. Many of the facts about woman's body proportion and bone structure ultimately have an effect on designing for and selling to women.

Woman's arms and legs are built at a slight angle, while man's are comparatively straight. It is as if women were a little knock-kneed, and "knock-elbowed," too. A woman's thigh bone inclines at a gradual angle toward the knee. This is the main reason why women are usually good dancers, yet poor runners, and awkwardly throw their legs at an angle. It also explains why women usually don't balance as well as men and are inclined to fall down more often. In a

woman's arm, the bone of the upper arm or humerus is connected to the bones of the forearm at an angle—sometimes called the carrying angle. This angle makes most rotary motions, like turning the steering wheel of a car, more difficult for women. It also accounts for the stiff downward motion most women use when throwing a ball. From the selling point of view, the natural structure of a woman's arms and legs also means it handicaps her as an athlete and in doing heavy physical labor—so turns her toward more passive interests and occupations.

The bone structure of their hands also influences women toward developing different interests and attitudes than men. Women's hands are proportionately smaller. And, therefore, women are usually good at handling small objects like needles and hairpins. They are also usually better and quicker than most men in buttoning, handwork, assembly and inspection work which involves wrist and finger movement. Handling a baseball or screwdriver is hard for women because of their hand proportion—tools really need to be especially designed for them. Of course, bone structure of hands isn't the only reason why more men don't embroider or more women are not garage mechanics—but it has certainly been a factor in the developing of their interests and life pursuits over the years.

Another striking divergence between the sexes is in the proportions of their bodies. Woman's trunk is long and her arms and legs relatively short, while with man it is just the opposite. A woman's shorter arms and legs are the reasons why she has to call her husband to get things from a top drawer or the back of a shelf. They also explain the need of the kitchen ladder and the new scientifically proportioned kitchen with more lower cabinet space.

A very important sex difference in proportion is that man's greatest width is through the shoulders and woman's through the hips. Their greater weight around the hips makes women more comfortable in sitting than men, who are top-heavy. In "Why Women Act That Way; Why Men Act That Way," *McCall's,* August, 1955, Judith Churchill, a writer, suggested this may be the reason why women go in more for movies, concerts, theater, and "culture."

Woman's stomach and lower muscles are well developed. Correspondingly, woman's lungs are not as large as man's and her vital capacity or ability to take in oxygen is less than man's. Greater intake of oxygen gives men more fuel and more sustained energy—

another reason why women tire more easily and need more frequent rest pauses than men.

Just this one difference in the vital capacity of men and women goes far toward explaining differences in activities, occupations, and achievements. When *all* the aspects of skeletal structure, proportion, and size are considered, they seem overwhelmingly to lead men toward a more active life and women to a more passive or inward life. However, in the United States today, there is a modification of women's passive attitude. Most jobs do not take great physical strength or endurance due to modern mechanical achievements—so men's and women's activities are no longer so *sharply* defined.

FIVE SENSES ARE ACUTE AND CREATE SPECIAL SENSITIVITIES

Why do wives hear noises at night that husbands don't? Why do women always smell something burning? Why do they love the new salmon color and gasp over those "ghastly pinks" when there's hardly more than a shade of difference? Why do they add just a pinch of salt, a dash of Worcestershire sauce, a drop of meat sauce, a bit of garlic, and a touch of herbs to the beef stew? Why must they handle the items as they stroll through a department store?

There's one answer to all those questions—women's senses generally are more acute than men's. Statistics and reports vary about how much keener women's senses are, which of the five senses show the biggest sex differences, and whether sex differences in the senses are inborn or developed. It may well be that women's need to protect and care for their children, their involvement with their homes, their role as shoppers make them use and develop their senses for practical daily living. Men rarely have such daily demands made on their senses so they probably would not become as highly developed.

The essential factor to recognize in selling to women is simply that women usually put all five senses to use in buying any product. Women depend strongly upon their senses as a guide in buying and subconsciously are led by them. Taking the senses one by one gives an idea of how women use their senses in buying.

First, woman's sense of sight is unusually keen. On the whole women have better sight because they have fewer eye defects than men. Women are also superior in color perception. Color blindness is found in eight times as many men as women. And even among indi-

viduals of normal color vision, women excel in tests of color discrimination. In looking for a particular product, a woman will be extremely conscious of colors and shades of colors. When she is looking for a special shade of "blue" red, a "purple" red will not be the same to her. That's one reason cosmetics manufacturers put out so many shades of lipstick. A woman will also be more affected by varieties of colors and will notice colors more than men. She will have definite reactions to the color of the product, the package—even the color of the tie the salesman is wearing. Women's sensitivity to color has been capitalized on by the addition of color to many products. Now products like paper towels, light bulbs, detergents, and shortenings which were once only white come in a variety of colors.

Another element in connection with the sense of sight is that women excel in rapid perception of detail. Many psychological tests have been given to measure this ability, but one of the large, controlled samples was the Minnesota Clerical Test. Workers of the general population were asked to check similarities and differences in lists of names and numbers. Only about 16 to 18 per cent of the male workers reached or exceeded the median of female workers. Most other tests designed to calculate perception of detail show about the same difference between males and females of all ages.

Women carry this perception of detail into their shopping and buying habits. Many times a woman says she loves a dress because "the details are so perfect"—details like pretty pockets, bound button-holes, and tiny tucks that a man would seldom notice. In all their buying, women quickly and almost subconsciously take in the many small details about the product, the way it is sold, and the person selling it. In an advertisement the smallest item out of place or character is noticed. In a product the slightest overstatement or incongruity sticks out like a sore thumb. A salesman's merest misstatement seems a tremendous blunder.

Secondly, woman's sense of hearing is very acute. She is especially sensitive to sounds—extremely conscious of loud or harsh or irritating noises. The main physical sex difference in this area medically noted is that more older males have defects in perception of high frequency sounds than females of similar age.

Women's sense of hearing has great importance in specialized products and services like radios, phonographs, concerts, records. But it can also be a factor in many other sales and services. It is

possible that a woman would not patronize a particular store or restaurant due to an unusual amount of noise—which could possibly be cured by special insulation and overcome her objection. An appliance manufacturer might be able to attract more women customers by eliminating small but sometimes irritating sounds—as in washing machines or electric mixers. Direct appeals to a woman can be made —such as a telephone company suggesting she would enjoy a quiet place to talk by putting a second phone in her bedroom.

Another aspect of women's sense of hearing is that they hear interpretively. They translate what they hear into ideas that apply to themselves. For instance, a woman hears the cry of a baby not just as a cry, but as, "Baby needs a blanket (or a bottle or a change)." In the same way, she often translates the words she hears about a product. When a salesman says "low price," she may automatically hear "priced too high for my budget" or "if they charge that low price, it's probably worthless" or "good buy for the quality" or "doesn't measure up to what I saw last week."

Thirdly, woman's sense of smell is very sensitive—though it is likely a developed trait as no sex difference has been medically or physically proven. But certain everyday circumstances lead to this belief. A woman is forever smelling something burning. She is always commenting on food and musty odors. She constantly inspects things by sniffing them. This affects selling specialized products like perfumes, deodorants, cosmetics, or even soaps more than it does selling in general. But if any product or sales place has an odor of any kind, it should be a pleasant one. This sounds like an obvious fact but it has been an area often overlooked until recently.

Due to the unpleasant or strong odor of many household cleaning products, some have recently been improved and the new fresh smell made an important selling point. Lux Liquid, Ajax, and Comet have special perfumed fragrances.

Another factor is that women expect certain things to have a characteristic odor. If an item does not have the odor they have gotten used to, women feel the lack, and possibly might even believe something is faulty. The importance a characteristic odor can have in selling some products was pointed up in a baby oil study made by Richard Manville Research, Inc. The study showed that parents have a "nose cliché" about the smell of babies. And that one of the major jobs of baby oil is to provide the odor babies are supposed

to have. A check on women's "nose clichés" about a product and the items connected with it can often lead to product and sales improvement.

Fourthly, woman's sense of touch is highly developed. A woman uses her sense of touch as a primary guide in knowing and understanding all types of things. In buying, the feel of a product is especially important. Perhaps that's one reason it is harder to sell a woman an intangible idea. Touching things helps her decide what to buy.

A grocer is very well acquainted with a woman's habit of testing the things she buys by touch. She squeezes each loaf of bread to test its freshness. She handles the vegetables to test their crispness and ripeness. When she picks up packaged soaps the weight and feel affect her impressions, and so on with items through the store. In fashion, the feel of the fabric is one of the greatest appeals to a woman. She often buys the finish rather than the quality of the goods. In almost all cases, the way a product feels to a woman will be a factor in whether or not she buys it.

The fifth sense, taste, is highly developed in woman. When cooking, a woman often lightly slips a finger into an unknown food and puts the tiniest bit on her tongue to discover what it is. She can immediately identify it, and notices even slight degrees of difference in taste. Their sensitive taste makes women discerning about the food they eat—and buy. Women's sense of taste can even play an important part at point of sale. Food demonstrators in supermarkets, for instance, have shown enormous sales records by offering samples of foods.

WOMEN'S BRAIN POWER IS EQUAL TO MEN'S THOUGH EACH SEX SHOWS SPECIAL APTITUDES

Modern medical research and mental tests find little difference between men and women in general intelligence. Most of the general intelligence tests given to boys and girls show no sex difference in IQ—or slightly favor the girls. The slight female advantage on most general intelligence tests is found from early childhood to late maturity, but this is probably due to the type of test given.

Two other criteria, achievement and variability, have been cited as indicating that women's mental abilities are limited—but these

theories do not hold up under closer inspection. Greater male achievement is easily proven by consulting any biographical dictionary. A far greater number of men than women are listed as having achieved eminence, and when women are recognized, it is often for beauty or social position rather than accomplishment. While these are the facts, they do not seem to constitute a satisfactory measure of general intelligence in men and women, for differences in achievement can be partially accounted for by the circumstances and conditions in the society which limited women's opportunity—such as unequal education and prohibitions on working. Recently women's opportunity for achievement has been increased—and at the same time the wide discrepancy between the number of men and women recognized for special achievement has lessened.

Greater variability of men, according to several writers, is a sign that women are of lesser intellect. This theory carries the idea that women stay on an even keel intellectually while men reach great heights and depths, from the lowest intellect to genius. In recent years, wide and extensive tests have been made of sex variability, and in these surveys there is no valid evidence to support the theory that men have greater variability than women.

The main reason for bringing up *general* intelligence even though there is no apparent sex difference is that many people believe that women are often lacking in intelligence. The feeling that women are not so smart often crops up in selling and results in the tendency to talk down to women, to spell everything out in words of one syllable. Most women don't like being talked to as if they don't have a brain—and resent a condescending attitude.

Of course, it would be strange to find differences in every other aspect of men and women and find no difference in intelligence. When the various factors which form a part of "intelligence" in our society are separated and studied, men and women do show decided special aptitudes.

Verbally the female of the species is superior. From infancy to adulthood women can and usually do outtalk men. Girls learn to talk earlier, use sentences earlier, make more rapid progress in reading. In turn, boys show greater incidence of reading disabilities, stuttering, stammering, and the like. By the time they reach maturity, most women read faster, have a larger vocabulary than the average man.

Perhaps women's verbal aptitude accounts for the fact they like to

gossip *and* have the last word. But it surely adds to the fact that women are more sociable. Women learn to communicate with others early and easily. This is one factor, along with their tie to children, that leads them to become more interested in people than men are. It also tends to make them more concerned than men with what people think of them. Women's great interest in people affects selling appeals, ways to get their interest and attention—sometimes even the designing of products.

Women also excel in memory—both logical and rote. Dorothy Parker immortalized women's memory in the "Ballade of the Unfortunate Mammals":

> Prince, a precept I'd leave for you,
> Coined in Eden, existing yet:
> Skirt the parlor and shun the zoo—
> Women and elephants never forget.

In selling, woman's memory can work to advantage. If she has used and liked a product, she will remember it. But her memory can at times be a disadvantage. If she doesn't like an item, she'll remember that even better and longer. Women also seem to have better mental imagery than men. They can readily picture the end result of using a product when told about it. Women's powers of mental imagery and memory serve as an advantage in developing brand recognition.

Men are definitely superior in spatial and mechanical aptitude. Men show more understanding and ability in handling numbers and mechanical objects. Women are less proficient and less interested in numbers and mechanical workings. And, very importantly, women often shy away from diagrams and numbers because they seem so confusing and mechanical on first sight.

BODILY MECHANISMS AND NERVOUS SYSTEMS ARE RESPONSIBLE IN PART FOR HIGH-KEY EMOTIONS

The bodily functions (called homeostatic mechanisms) which tend to keep a person's body normal or stable, are more variable in woman than in man. This is evidenced by the fact that women show more fluctuation in body temperature and are more apt to flush and faint than men. Glandular imbalances are more common in females.

Glandular obesity is ten times more common. Women's output of female hormones is very irregular—reportedly changing at various seasons of the year as well as during menstrual and childbearing cycles.

In addition, there is much evidence that woman's involuntary nervous system is more sensitive than man's. Women are extremely sensitive to their environment and to the weather which often influences their headaches, fatigues, and moods. From this, some have concluded that air conditioning benefits women more than it does men. Sir Adolphe Abrahams, in *Woman: Man's Equal?*, suggested that often women are better on the stage than men because women are more susceptible to the stimulus of admiration and applause.

An analysis of perception made by H. A. Witkin and a group of scientists, reported in *Personality Through Perception*, supports the belief of women's greater sensitivity to their environment. These scientists found that in perceptual tests "men tend to be more attentive to bodily stimulation, whereas women are more concerned with the relation of their bodies to the surrounding field." Various physical and cultural sex differences were cited as being responsible for the greater influence of the atmosphere on women.

These items indicate that women's physical make-up tends to make them more emotional than men. But on the other side of the ledger, women seem to have emotional shock absorbers. Despite their high-key emotions they seem to be able to take the ups and downs, to adjust themselves more readily than men. For instance, during the blitz in England, women came through with fewer breakdowns. More men than women are in mental institutions—though more women are considered neurotic. Many more men than women commit suicide—it is estimated about seven times as many men as women use this way out of their problems. In analyzing the reasons for more male suicides the world over, Amram Scheinfeld in *Women and Men* said: ". . . A crisis hits a man harder, for he is under greater strain to maintain his honor and position, to save face, and to extricate himself from difficulty, than is woman. . . .

"Through childbearing and motherhood, women are trained to create and preserve life. . . ."

In selling to women these facts have important implications. First, women are more emotional, less predictable customers than men. Secondly, due to their adaptability women are ultimately more open

to change and newness in products and services than men. Thirdly, women are extremely sensitive to the atmosphere surrounding a product. Their feelings about a product—quality, honesty, good taste, beauty—will be immediately based on this atmosphere. They are more susceptible to the tone of voice—more likely to pay attention to a thoughtful message than a high-powered one.

A certain atmosphere can be created around a product by the place where it is presented and the way in which it is presented. In preparing a magazine advertisement, for instance, the art director carefully selects his design and color to create a desired impression—to give a feeling of quality, to prompt the reader to immediate action, to excite the reader with news value, and so on. The words of the copywriter are just as carefully selected to give the reader an over-all feeling and impression. Then the media man selects a magazine which the women he is selling like and admire. He next makes every effort to see that the advertisement gets a good position. If it is about food, he will have it put near the food editorials so that the message is placed in the proper atmosphere.

This atmosphere around each selling job to women should be just as carefully planned whether it is at the store counter or at the front door or on the living room TV. For women, either consciously or subconsciously, will be more sensitive to this atmosphere than most men.

LONGER LIFE EXPECTANCY AND GREAT RESISTANCE TO DISEASE ARE LESSENING THE IDEA OF WOMAN AS THE "WEAKER SEX"

In the United States in 1957 there were over one million more women than men. A modern woman's life expectancy is twice as great as a century ago, and is about six years longer than the average man's today. Even though more men than women have been born in the United States each year, the male death rate has been proportionately higher. The higher death rate of males may be in part due to the hazards of their occupations, their war roles, and their greater activity. But other facts indicate this is only part of the story.

First of all, prenatal and infant deaths are much higher among boys than girls. While it is estimated that 20 to 60 per cent more boys than girls are conceived, only 5 or 6 per cent more boys are

born. During the first year, more male than female babies die. These facts point up the possibility that a basic difference in the make-up of male and female genes naturally gives women the potential for longer life.

Secondly, all through life males show more susceptibility to most infectious diseases and are more often afflicted with physical defects than women. All but a very small number of defects are more common in men than women. In the United States male deaths from coronary thrombosis are much, much higher than female fatalities from this heart ailment. There is some possibility that female hormones are in part responsible for this difference.

Thirdly, in this country the dangers of childbirth—once a primary cause of death in women—have been practically eliminated. Also, many of the physical hardships of the early country and home have been done away with by modern technology. A woman is no longer old and worn out by the time she is thirty-five or forty. Since these advances in medicine and science, the number of women compared to men has been gradually increasing—and promises to continue increasing.

The idea of woman as the weaker sex has been gradually lessening, as the knowledge of woman's longer life and better health has spread. Women no longer seem fragile, delicate creatures who ideally need to be protected from the world and hardships. This tends to give women more opportunity and responsibility for themselves and others.

In selling, woman's superior health and longer life expectancy have several implications. Most importantly, women no longer have a vivid picture of themselves as the weaker sex. They no longer like to be approached as if they might blow away. They are not so in sympathy with the fragile, delicate woman—are more inclined to identify themselves with a picture of a healthy, outdoor type of woman.

Also, women are not as likely to be as interested in their *own* health as men are. All through life they find themselves more healthy and less worried about being sick, though their role in the family also accounts for this.

Longer life has also brought a new attitude toward old age. Sixty is not considered old. Activity and fun for people of this age and over is thought of as normal and proper. Older women themselves

do not feel that their life is over—do not consider themselves as old. And in a very real sense they are not—lesser hardships, beauty aids, medicine, and the like have extended their youth and activity. These concepts have meant that there is less difference in women's attitudes in various age groups.

FEMININE GUIDEPOST

While cultural and environmental factors play a part in determining the attitudes and behavior of women, their physical characteristics are responsible for many of their deepest attitudes and responses.

1. A woman's sex is a very deep part of her life, due to the constant reminders of her reproductive system and sexual characteristics. These factors make women more emotional, less predictable, than men and are physically limiting to many women, leading them toward more passive interests. Women develop special feminine emotions—a feeling of motherliness and tenderness. So the appeal of a woman in a loving, tender role immediately gains attention and identification from most women.
2. Woman's lesser size and strength mean that products can be designed and sold to her on the basis of being physically easier. More importantly, it means that women develop special attitudes—rely more on strategy and are more perceptive. Lesser strength and endurance also tend to make women prefer sedentary occupations and emotional concepts to physical activities and interests.
3. Woman's bone structure and bodily proportions overwhelmingly lead her toward more passive interests and an inward life. They also partially account for woman's proficiency and attention to detail. Special feminine characteristics, such as shorter arms, may call for special designing in products.
4. Woman's senses are highly developed and she uses all of them, often subconsciously, as a guide in buying any one product. These senses are extremely important in specialized products such as food and perfumes. But they affect many other areas, due to woman's perception of color, sensitivity to noise, interpretive hearing, expectations in odors, and the like.
5. The general intelligence of the sexes is approximately the

same. This indicates that any tendency to talk down to women should be avoided. Women have an aptitude for verbal function which leads them toward sociability and a great interest in people. Women's superior memory and mental imagery aid them in their recognition and remembrance of products. Women have lesser aptitude for numbers and mechanical subjects—and even shy away from them, for they seem confusing.

6. The instability of woman's bodily functions and nervous system makes her a more emotional customer than man. It also means women are extremely sensitive to the atmosphere and outside influences surrounding a product, and to emotional appeals. However, woman's greater adaptability means that she is more open to change and newness than man.
7. Woman's superior health and longer life expectancy have resulted in women no longer feeling themselves the weaker sex. They are more inclined to identify themselves with the healthy, outdoor type of woman, than the fragile, helpless type. These factors also tend to make women less concerned with their health than men. Women are active and youthful for longer years—which tends to make the various age groups more alike in their thinking.

5

FIVE BASIC MENTAL CHARACTERISTICS

For the Colonel's Lady an' Judy O'Grady
Are sisters under their skins!

RUDYARD KIPLING, *The Ladies*

There are some who say that the Colonel's Lady has more in common with the Colonel than she does with Judy O'Grady. But the Colonel's Lady and Judy and all women have a great deal in common because they are women.

A look at modern women in this country plainly shows a similar mental make-up. Their alikeness is the result of their same physical attributes, their common American heritage, and their similar life in modern changing America.

In the minds of today's women, there seem to be five predictable thought patterns: (1) They have an inward turn of mind; (2) they need to identify themselves with the world around them; (3) they create imaginative worlds; (4) they look at the world personally; (5) they are highly intuitive.

These thinking patterns are so much a part of American women and found to such a small degree in American men that any sign of them is automatically and subconsciously classed as "feminine." Of course, as in most things, it is not a matter of black and white. There are women who think objectively and there are intuitive men, especially in the artistic fields. But on the whole, the American male has a pattern of thought which is quite different from this feminine make-up. In discussing the feminine characteristics, it will be necessary to contrast them with masculine features for the purpose of clarifying women's thought patterns.

These five feminine mental characteristics offer *the key* to bigger sales to women. For the knowledge and understanding of these factors can give an avenue of approach to almost *every* woman. A woman generally uses these mental patterns no matter where she stands on the economic and social scale, no matter what her religious and racial background, no matter what her educational and marital status. Her reactions to the world around her and to the family group she lives in will be controlled by these feminine mental traits. They color her point of view—the way she looks at life and at products. They mean she will satisfy her wants in a different way from man.

A good salesman should have an understanding of the mental make-up of women—just as a good doctor must have an understanding of the anatomy of women.

WOMEN HAVE AN INWARD TURN OF MIND

Despite her busy life, the American woman has an inward turn of mind. She gains satisfaction, realizes her needs and desires, achieves her ambitions in an inward or passive manner. This inward direction of her thoughts and actions is probably her most outstanding quality for it is the core of her other feminine features.

How this inward turn of mind develops and its importance in forming attitudes can be partially shown by a brief look at the way American girls usually grow up. Girls today are raised with basically

the same career and educational goals as their brothers. But from birth their parents generally show special attitudes toward them. A girl is treated tenderly and comparatively gently. She is discouraged from roughhousing; fighting is frowned on. Her mother dresses her up, curls her hair, and encourages her to play with dolls. Her father calls her his sweet little girl and shows approval when she acts like a little lady.

If a girl does go after the things she wants in an active or aggressive way, she often finds she is not strong enough physically for rough competition. Or she may meet the disapproval of her parents and friends. When she is frustrated in this outward or active attitude, she looks for other ways of getting things done. So, at a very early age, she begins to turn her thoughts inward—toward herself. She becomes absorbed in her own thoughts and feelings. This inward preoccupation with her own mind makes her inquisitive about the thoughts and feelings of other people.

As she grows older and becomes a woman, she finds she can accomplish much through this inner attitude and a calm manner. An active approach still fails or lacks satisfaction because it is generally not approved. But by figuring out others' emotions, biding her time until the right moment, proceeding quietly—planning a strategy, so to speak—she is able to arrange much of her life to her satisfaction.

All through life she retains this inward view and uses it as an effective way of getting things done. Arnold J. Toynbee touched on this power to get things accomplished in an inward rather than an outward way in a 1956 article for *Woman's Home Companion,* "What a Woman Can Do": "The key lies in the fact that, even in the most brutal human society, mere physical force is not the kind of force that is the most effective: even here, force of will and force of intellect count for more. In virtue of possessing these psychic gifts, Lady Macbeth plays a more commanding part in the tragedy than her husband. The physical strength that can cleave through a helmet is of less avail, even in barbarian life, than the mental ability to plot and the strength of mind to carry an enterprise—noble or criminal—through to completion. And in these psychic qualities, women are obviously in no wise inferior to men either in a barbarian society or in any other."

The modern woman possesses this inward turn of mind, despite her freedom and her varied life. This was strikingly evidenced in the

reception given Anne Morrow Lindbergh's *Gift from the Sea* in 1955. In this book, Mrs. Lindbergh shows women a way in which they can spend at least a part of their day or week in introspection and self-communication despite the many demands on their time and attention.

Here is an excerpt from just one of the hundreds and hundreds of letters women sent to Mrs. Lindbergh, written by Mrs. Ann Waitz of Westbury, Long Island: "We must endeavor to find time . . . within the framework of home-making, to look beyond the threshold of mundane activities, and . . . find a quiet within ourselves. . . . There are many faces to silence which . . . inspire the listening heart."

This feminine inward mental pattern is more obvious when it is contrasted with the outward attitude of most American men. A boy is encouraged by his parents and by society to do things actively. His father roughhouses with him and tells him only girls cry. His mother encourages him to play with tools and trucks and soldiers. As he grows up, a boy is told to stand up for his rights and fight for what he wants. He goes out for basketball, football, baseball. If he is a good athlete, he wins top approval from his parents and friends. So, a man usually finds an outward, active approach is the successful and approved way of satisfying his wants. He stays busy getting things done. His main interest becomes the doing rather than concern with emotional aspects.

Saleswise the comparison of woman's inward turn of mind and man's outward view has great implications. These traits are responsible in part for different interests of the sexes. Men are primarily interested in what actually happens, while women are usually more interested in the feelings and emotions behind the situation. Men are interested in the facts about the product and what its merits are. Women are interested in how people—the salesgirl, the woman in the advertisement, women in general, their husbands, children, friends—*feel* about the product and why they *feel* that way. In other words, men are most concerned with *what happens* to people. Women are most concerned with *how and why it happened* to them.

Most importantly from the point of view of selling, the understanding of woman's inward frame of mind gives the key to her personality and attitudes. An inward turn is the hinge from which her other basic mental characteristics swing. Because she looks at the

world from the inside outward, she develops the mental patterns of identifying herself with everything, of building imaginative worlds around people and ideas, of thinking and reasoning in a personal way, and of having an intuitive mind.

It is also important because the recognition of her inner needs and viewpoint can help in setting appeals and sales stories. In looking at a product from the point of view of a woman—from within rather than from without—the basic qualities of the product, the interesting things, the real reasons for buying it may seem quite different than they did at first or when the product was being sold to a man. For instance, a man usually looks at a refrigerator from the view of its mechanics, space, and performance. A woman also looks at the practical features. But she wants it further as a way of successfully achieving her job in the home. She pictures the refrigerator filled with food—to provide meals for unexpected guests, after-school snacks, dinners for the family. She craves the inner satisfaction of always being able to provide what's needed at the right moment.

WOMEN IDENTIFY THEMSELVES WITH THE WORLD AROUND THEM

Another of woman's striking mental patterns is that she identifies herself with so many of the things and people she meets and sees. In identifying, she associates herself with other people and places and things—or immediately puts part of herself into them. She finds herself making identifications with anything and everything—all the time. If she sees a person or an object or a product and can find no relation to herself in it, she is usually not interested.

Of course, everybody does this to a certain extent from time to time. Few people can manage to cope with life all alone. They need to draw upon the strength and support of other people and things by identifying themselves. Friendship fills this need, as does marriage. The strong desire to identify is also one of the many reasons women join groups—political, social, economic, or otherwise. The popularity and success of the movie star in this country is partially the result of the practice of identification.

For a woman, identification usually plays a bigger role than it does for a man. She uses identification to lead an outer life as well as an inner life—a life where more exciting things happen than do in her everyday existence. It is a method for achieving her ideas

inwardly or passively. She discovers she can gain new experiences and feel satisfaction through a close association with the things other people do.

Identification is an actual, vital force serving two real and important purposes for a woman. It is a way of adopting ideas and a way of carrying out ideas. When a woman identifies herself with a person, she may be taking on new ideas and experiences that she couldn't have had any other way. Or she may be making an identification to achieve her own ambitions and desires through someone else—ambitions and desires that would be impossible to achieve actively herself.

The extreme type of woman who uses identification for only one of the two purposes shows the thought process more clearly. The woman who is a carbon copy of her husband uses identification mostly to adopt ideas. From the time she is married, she takes on his ideas completely and loses her own individuality. She so identifies herself with him that his thoughts are her thoughts, his actions are her actions. What she says is usually a repetition of something he has said. In other than routine duties, she asks her husband specifically what to do. This extreme identification became a fad during the 1920s—some flappers cut their hair exactly like their boy friends and wore clothes exactly like their boy friends.

At the other extreme from the woman who completely adopts her husband's ways is the wife who uses identification with her husband only to carry out *her own* ideas and ambitions. She molds her husband into her ideal and directs all his activities toward achieving her desires. She may push her husband in some business, for instance, because she wants to be a social leader or because she would like to have been in business herself. But whatever the motive, she is the drive behind her husband and she uses him to achieve her purposes.

These extreme forms of identification are unusual, but evidences of woman's identification are around us all the time. For instance, many times when a woman takes an active step or makes a decision she needs the support of others. She needs to be reassured by her husband that her new dress is just right, by her boss that the job is well done, by her children that they are well loved and cared for.

Some of the most interesting examples of identification come from marriage. When a couple marries, the wife takes the husband's

name. She identifies herself closely with him rather than vice versa. Through this identification she can adopt ideas and can carry out ideas. She both learns ideas from him and helps him achieve the success desired by both. Woman's strong identification in marriage and with family is the reason many women are at a complete loss when their husbands die or when the children move away from home.

Making identifications plays a big part in a woman's enjoyment of shopping. When she shops through a magazine or a store or a sample kit, she identifies herself with the things and people she sees. From them she gets new ideas, finds ways of having the things she wants, feels new emotions, has different experiences. Once she makes an identification a whole new world is opened up to her—and often a new customer is found for the salesman.

In order to have a deep interest in a product, a woman must identify it with herself. For example, as a woman walks along a city street window shopping, she casually glances at the displays, stops for a closer look to price or to examine an article. Suddenly, she becomes very attentive—she has noticed her own reflection in the store window. And so in selling, she must see a reflection of herself in the product before she becomes really interested.

The makers of Pond's Cold Cream made successful use of identification between women and their products when they originated the first big endorser campaign in print advertising. Women apparently have been quite willing and anxious to identify themselves with Pond's society and noblewomen for over thirty years. Through these advertisements, women identify themselves with titled and glamorous women who lead exciting lives. And for only a few cents they could become *one* with the leaders of American and European society.

Lux Toilet Soap advertising has used movie stars in an effective way for over a quarter of a century. In the 1957 Lux advertising, movie stars were pictured in realistic situations with which any woman could easily identify herself. The reader was also prompted to identify herself by headlines, such as, " 'I'm always on camera to someone—and you are, too!' says Jeanne Crain."

Of course, in all types of selling, not just advertising, identifications can be created between women and a product. And there are many effective means other than testimonials. Family scenes, familiar objects, romantic situations, beautiful rooms, and countless things women desire can be and are used to advantage. Sales to women

should ideally begin with an idea designed to cause identification between the woman and the product—remembering that women's reasons for identifying themselves are often different and deeper than those of men.

WOMEN CREATE IMAGINATIVE WORLDS

Today's woman lives two lives. One is in the real world—where she moves about doing her everyday jobs. The other life is in the many imaginative worlds she often creates in her own mind. This building of special, unreal worlds is one of the most important feminine mental patterns.

Woman's imaginative life is largely the result of a combination of her inward turn of mind, her practice of identification, and her relatively routine daily life. A woman generally spends a lot of her time doing little jobs like dusting, washing dishes and clothes, making beds. These jobs are not very stimulating and require little mental attention. Few exciting or emotional things happen during her day. If she is a housewife, she spends quite a bit of time alone. To make up for this lack of real experience, she identifies herself with the people and things she sees and hears—and then proceeds to build a more exciting life around them. She imagines the romantic and wonderful things that happen to other people and how they might happen to her, too.

These daydreams take on a special quality due to her inward turn of mind. She is very conscious of what people think and feel—and of her own emotions. When she identifies herself with others she may actually think their thoughts, feel their emotions. She experiences their lives through the problems she creates in her imaginary worlds. Thus, she enriches her whole personality by living through a wealth of situations she never would have realized otherwise.

Woman's imaginary life can be seen "in action," so to speak, at the neighborhood movie most evenings by watching the audience instead of the picture. At the first minor complication in the story, such as a young husband leaving his family destitute, dainty white handkerchiefs begin to flutter here and there in the audience. When the story really gets going and the troubles pile up, there are probably few dry eyes in the feminine segment of the audience. If any large white handkerchiefs are pulled out of male pockets, it's probably reinforcements for the women or a common cold.

Men most certainly have daydreams, but they seldom build a world where they actually live, as did Walter Mitty. The American man's life is filled with real experiences and situations. He doesn't need to create new worlds and events to live a full life. Due to his active outward life, he does not constantly put himself in the other person's place and think about his own feelings. In daydreams he may vaguely see himself making a million dollars or shooting a tiger—but he seldom starts worrying about the college his son will attend twenty years from now or how Aunt Tillie will get to Chicago if and when she wins the baking contest.

That imaginative worlds are feminine rather than masculine is shown by a look at the listing of scheduled television programs. On most weekdays in the fall of 1957, in New York City, a woman could fill her fantasies with the personal and emotional crises of the various individuals who appeared on "The Verdict Is Yours," "Bride and Groom," "The Price Is Right," "Love of Life," "Search for Tomorrow," "It Could Be You," "Guiding Light," "As the World Turns," "Art Linkletter's House Party," "The Big Payoff," "Liberace Show," "The Brighter Day," "Queen for a Day," "The Secret Storm," "Edge of Night," and "Modern Romances." At five o'clock when the children came in the house, father was due home from work, and mother was busy with supper, the schedule abruptly changed to "Susie," "Comedy Time," "Mickey Mouse Club," "Little Rascals," news and sports of the day, mystery and western films. These also offer escape, but not on the same emotional and personal level as the afternoon shows for women.

An invitation to a more interesting life is also issued by the large service magazines whose primary business is attracting and appealing to women. The table of contents of the October, 1956, issue of *McCall's* listed these fiction titles: "That Night on the Island," "Deliver Me from a Bossy Woman," "Matchmakers," "The Nicest Girls in Town," "Suddenly a Stranger." The titles and stories are designed to stimulate and captivate the imagination of most women and undoubtedly succeed in their aim.

Thus, the "why" of woman's creating imaginary worlds is to provide real and vivid experiences she would not have otherwise. The "how" is by identifying herself with others and actually living the created situations, feeling the real emotions. The "when" is at every opportunity—which has been enlarged by radio, television, magazines, advertisements, newspapers.

The "what" or subject of woman's fantasy worlds changes constantly. It cannot be pinned down to certain topics. But a woman more readily identifies herself with people and situations she is familiar with—either by reading or in real life. So her imaginary worlds are created around these known things. Her daily life and the social and moral climate of the times have a great deal to do with deciding what her unreal worlds will be. To generalize, in the 1920s many girls dreamed of gay parties and dancing all night. In the 1930s they were probably more inclined to dream of mounting a platform to lead great social reforms. Today, fantasies are probably of home, family, and career.

Indication that woman's created worlds are based on psychological fact is seen when true trouble comes. She most often meets a real crisis with more composure and realism than would be expected. This is at least partially because she has imagined a similar situation. She may have imagined her husband going to war, the death of a child, a sudden illness in the night, a burglar entering the house, and many other emergencies. But chances are she usually creates her unreal experiences around life in these United States, rather than life in outer space or Outer Mongolia. So in selling women via the fantasy route, it is best not to go too far, but be sure there is a certain realism in every exciting episode that relates back to their fantasies.

If the facts or situations are such as to make a woman identify herself, she will weave a story. As she wanders through a magazine or store many situations come to mind by way of the things she sees. For instance, a simple candle in the proper setting might start her off into any of these realms: "I must get the china and doilies for my party next week. Or Judy's birthday—suppose the party is a flop and Judy feels terrible; we may have to change schools again and what an expense that will be. Our tenth anniversary—what fun it would be to go to dinner at the Ritz in evening clothes and spend a long, lovely night sipping champagne. Christmas—how nice it would be to have lots of money and go to the orphanage in mink lavishing gifts on the children. Jack-o'-lanterns—the first one Johnny made was such a mess, and he'll probably marry some girl who won't take good care of him." And so on about every item she sees in the space of a moment or two.

This candle reverie is an example of undirected fantasy. Women can be *led* to weave a story with skillful suggestions. They can be

encouraged to create imaginary situations around the most unlikely subjects. Many advertisements have made unromantic products of women's real world a big part of their imaginary world.

Listerine has used this technique quite successfully. One of their advertisements pictured an attractive young lady resting her head on the shoulder of a good-looking but seemingly bored young man. The headline probed the reader with the words, "She was losing him . . . and she didn't know why." The copy went on to give the emotional experience of this girl who had "good looks, nice clothes, wonderful personality," but whose boy friend was breaking dates with her. The woman reader is more than likely to carry the story further in her own mind and accept the idea of halitosis as the trouble easily and readily. And of course, Listerine will remedy it immediately. Thus, Listerine becomes a part of a woman's imaginative world—a world that means a lot to her. An indelible picture is formed in her mind with Listerine a prominent part—and it carries over to her routine world in big doses.

A classic example of an advertising campaign depending on women to create imaginative worlds was "Modess because . . ." . The photographs of beautiful women in lovely evening gowns started the reader off in the right direction and the entire background and sales story were left to her imagination. The woman reader will create a make-believe situation that is pertinent and important to her and the product is an integral part of it. By participating in the advertisement, the woman will also better remember and believe the sales story than if she just saw or heard it.

In selling women, remember they live in two worlds—the imaginative, self-created world they identify themselves with and the routine world they seek escape from. If an identity is created between their unreal world and a product, they will be inclined to carry a strong picture of the product into their real world—helping to bring their two worlds closer together. No matter what the product or idea, women can be encouraged to create fantasies around it.

WOMEN LOOK AT THE WORLD PERSONALLY

A woman is inclined to look at each person, each product, each idea, each remark personally and emotionally. Her thinking is largely subjective. She translates everything into concrete personal terms. Her

evaluation and answer is usually in terms of herself. She does not look at an item and simply think, "That's nice." She adds, "for *me*," "for *my* daughter Lucy," "for *my* club meeting," "for *my* trip."

Woman's personal method of reasoning, like her other mental patterns, is a part of her inward turn of mind. When she meets a new idea or situation, she uses the materials at hand—her own well-known emotions and feelings and the experiences created in her imaginary worlds—as a guide for reasoning.

Woman's personal attitude toward everything she sees and hears is illustrated by this true incident told by a student, Dianne Grant, and reprinted in *The Reader's Digest*: "In our high-school senior English class, the teacher was trying to impress upon us the importance of a large vocabulary. He told us that if we took a word and used it ten times it would be ours for life. Just then I heard the girl sitting next to me say something. Her eyes were closed and she was chanting, 'Tom, Tom, Tom, Tom, Tom, Tom, Tom, Tom, Tom, Tom.' "

In contrast to woman, man uses a less personal, more objective line of reasoning. He isn't so concerned with his own feelings or those of others. He meets many real situations in the active life he lives. When he is faced with a problem, he uses real experiences and known, time-tested ideas as guides for solving it. He comes up with a fairly objective answer that has little to do with his personal feelings or the emotions of others.

The masculine and feminine difference in reasoning—objectivity versus personalizing—is not a scientific abstraction but a real characteristic met in everyday life. It's why husbands and wives, salesmen and women buyers, businessmen and career women often cannot come to terms even when all the facts are laid on the table. It's the reason women sometimes become wrought-up about an idea or item that seems insignificant in itself. It's why any conversation with a woman may begin in the abstract but usually ends up in the concrete.

Woman's "taking it personally" seems to be a trait that men don't easily understand and women can't help. Husbands don't understand why a calm discussion about cooperation in the United Nations degenerates into an argument about their cooperation at home last week. Boy friends are amazed when a simple comment about the sex appeal of Gina Lollobrigida brings on a tirade of how inattentive they have been lately.

In fact, some male bosses got so entangled with this personal characteristic of women that the Research Institute of America made a study of the situation. They came up with this advice for bosses. Since a woman tends to see everything in terms of herself, she is very sensitive to criticism and expects praise in greater quantities than men.When you must criticize, follow these two rules: Link criticism with encouragement; never take a woman for granted.

The feminine trait of taking life personally has a far-reaching effect in selling to women. Here's how it might enter into a woman's thinking about a product—a car, for example.

First of all, a woman looks at the car in terms of herself. She will usually be more interested in how the car affects her personally than the facts about the car. How the plastic seat covers feel and look is more vital than the horsepower of the engine. The horsepower will take on importance if she is told it makes passing other cars surer and safer.

Secondly, since she is looking at the car personally, she can very easily be insulted about it—even though it doesn't belong to her. Many sales are lost through inadvertently criticizing her. This is not done consciously, of course, but many times unconsciously. Say a salesman is trying to sell her a white car with red seat covers—she asks for blue seat covers. The salesman doesn't have any blue, so he says blue isn't *smart* this year. She has just redecorated her living room completely in blue—and naturally she's insulted because of the implication she doesn't have good taste. If the salesman had simply said the red is smart and suits her so well, there would have been no chance of criticizing.

Thirdly, woman's personal attitude will cause her to notice the minute details about the car. She will measure (with her eye, of course) the exact amount of chrome on the body to be sure it gives the proper effect. She will examine the rear-view mirror with the thought of using it to make up. She will look at the doors and windows and seats in thousands of little personal ways.

And number four, she will want and demand some individuality in her car. She will need a wide choice of colors, designs, and styles so that she may find one that will suit her personally—make her a little bit different from everyone else. For her a sedan won't do in place of a station wagon, sky-blue won't substitute for turquoise, a de luxe model won't do in place of a super de luxe.

Last of all, her personal attitude will take over in full force when it comes to the price of the car. She doesn't look at money as such—that is, she doesn't deal with it in the abstract. Rather, she looks at money in terms of what it will buy instead of how much she will spend. If she feels the super de luxe model shows more for the money, she will feel it is a bargain—even though it costs more than the de luxe one. This is the basis for female arithmetic that has baffled most husbands for centuries.

WOMEN ARE HIGHLY INTUITIVE

Woman's intuition comes from her awareness of and interest in other people's feelings and emotions. It is the characteristic which leads authors and poets and those given to comment about woman to say she possesses a compassion for humanity and a reverence for life. It is also the quality which gives her an unusual insight into other people and situations—and makes people wonder how she finds out and seems to know many of the things she does.

Feminine intuition is a real quality and has nothing to do with witchcraft or black magic, though it may sometimes appear as if it were both. It's a mental process in which a woman remembers past feelings and emotional signs. The main reason she remembers all these past emotions is that her inner point of view leads her to notice people's feelings and all the little details surrounding them. Then she relates these remembrances to the present situation. The remembering and the relating all happen so fast that even the woman often doesn't realize it—so she says she just has a "feeling" about it.

To take an example: A husband comes home from work and tells his wife he stopped to talk to Bob Jones—and that the Joneses are suddenly moving to another town. His wife says she already knows they are moving. He asks how she knew, because the Joneses just found this out this morning and hadn't told anybody yet. She has to stop and think how she knew. She realized in the afternoon when she drove by the Joneses' house and saw there were no curtains in the living room window. Hilda Jones always cleans her drapes in September and June—and this is December—so the Joneses must be moving out of their house.

Naturally, the American man doesn't usually develop this intuition. Once again, his active life doesn't lead him toward constantly exam-

ining and evaluating emotions and feelings. When he views a situation he usually sees what is there and makes rational conclusions about it; he seldom has "feelings" about it. However, artistic men—writers, painters, poets, dancers—often have intuition. This does not say that they are feminine men but that their jobs direct them toward developing one of women's most valuable assets. Also, man's relative lack of intuition does not mean that he has no concern for what happens to humanity, the world. Rather his interest in mankind is more rational and theoretical—not so personal as woman's.

The first facet of woman's intuition is her concern for humanity. Social reform has been a great concern of the female population. Women pushed, and were in part responsible for, the wage-and-hour laws, child employment restrictions, social security, outlawing gambling, providing mental institutions, and so on down the line. Today, they fill the ranks of the welfare organizations both as professional and volunteer workers. And most importantly, the care of children and the sick traditionally are in women's domain.

The second facet of woman's intuition, her unusual insight into people and situations, crops up even more often in everyday activities. If a husband were asked to draw up a chart on his wife's intuition, it might read like this:

Intuition I don't like:	*Intuition I do like:*
Finishes my sentences for me	Knows when things are wrong at the office without my telling her
Answers my questions before I can finish asking them	Usually says something nice about me when I need it most
Knows where I've been without my telling her	Senses my mood—and acts accordingly
Jumps to conclusions about the story I'm telling	Clears out of the house with the kids on my Saturday poker night without being asked
Forms immediate impressions about the people we meet	Has my good suit ready and shoes polished for the business meeting I forgot

Intuition I don't like:	*Intuition I do like:*
Keeps asking me how I *really* feel when I've just told her I'm fine—though I'm really depressed	The children are gone to their grandparents' the day I think I can't stand it another minute

In selling to women as well as living with them, feminine intuition has some striking implications. First, a woman won't be easily fooled by extravagant claims or insincere approaches. She is not only usually able to see through them, but she resents them.

Next, she forms many of her opinions and jumps to immediate conclusions from just a fact, tone of voice, type of artwork, or counter in a store. She relates some small element to a past experience and draws a conclusion. One simple misplaced detail can bring her to a wrong conclusion—from a selling view—about the product.

Lastly, she can be easily approached and swayed through an emotional, humanitarian appeal. Her emotional involvement with life goes into every field—though if caution is not used in making this approach with a product, if it is not sincere and honest, she is likely to reject it . . . and the product, too.

FEMININE GUIDEPOST

These five fundamental characteristics of today's women not only form the basis for understanding almost every woman, but give a guidepost for measuring to a degree what her reaction will be when selling her a product or an idea.

1. A woman has an inward turn of mind—which is the basis of her other feminine mental traits. This leads her toward being interested in the emotions and feelings behind a product rather than just the story or facts about it. So in setting sales appeals to women, it is best to look at the product or service from the point of view of a woman—from within rather than from without. From this angle, the basic qualities and interests of the product may seem different.
2. A woman is strongly prone to identify herself. Her interest in a product is limited until she makes an identification. She will identify with any product if given the key to do so.
3. A woman lives in two worlds—her real world and an imaginary world she creates. If a product becomes a part of her imaginary world it will become strongly entrenched in her daily life. Women can be encouraged to build imagined situations around every product or service. Known people and things usually form the basis from which women build their inner worlds.
4. A woman takes everything about a product personally. She is more interested in how it affects her than in the facts behind it; is sensitive to criticism; has a great concern for details; demands a wide variety to choose from; and has more interest in what she gets for her money than how much she spends.
5. A woman has an intuition or insight based on past experience—which applies in buying. This means she is not easily fooled by extravagant claims or insincere approaches; she forms indelible opinions from the details and tone of a sale; and she is susceptible to emotional, humanitarian appeals.

6

TWELVE FUNDAMENTAL ATTITUDES AND ACTIONS

To say why gals acts so or so,
Or don't, 'ould be persumin',
Mebby to mean *yes* an' say *no*
Comes nateral to women.

J. R. LOWELL, *The Courtin'*

At the risk of "persumin' " this chapter hopes to answer "why gals acts so or so" and sometimes "mean *yes* an' say *no*." For to sell profitably to the female of the species, it is necessary to develop some sympathetic understanding of the reasons for women's actions and attitudes.

These twelve feminine attitudes and actions are often encountered in dealing with women: They (1) have great compassion and loyalty; (2) dislike being misled or fooled; (3) don't like being pushed into

things or shown in an unflattering light; (4) are more interested in people than in things; (5) want to participate in an idea or situation; (6) are greatly concerned with what others think of them; (7) have tangible, not abstract, wants; (8) are natural rivals—want individuality; (9) observe the small details; (10) do not change their minds often; (11) have a different sense of humor than men; (12) have a strong tendency toward irrational beliefs.

These attitudes are apparent in some women and in other women, invisible—but in almost every case they are there. A husband may say to himself, "Why, my wife's *always* changing her mind." A woman boss may think to herself, "I don't feel any rivalry with my female employees." Both may be right—but these cases are the proverbial exceptions to the rule. For these twelve traits are encountered often enough to say they are common to most women. However, it should be added that if the roles of men and women continue to grow closer together—as they have in recent years—many of these feminine attitudes may be modified.

These topics were lightly touched upon in discussing women's basic mental characteristics. But each one of these womanly attitudes is important enough in selling to deserve special mention. With an understanding of these attitudes alone, it would be almost possible to make a simple but effective check list of what to say—and what *not* to say—to put women in a buying mood.

WOMEN HAVE GREAT COMPASSION AND LOYALTY

Women are traditionally felt to have a sympathetic attitude toward those they meet; to possess an understanding and a compassion which makes them become emotionally involved with sickness, injustice, misery, poverty; to feel an unbreakable loyalty to those they love and care for. On the whole, personality tests made by leading psychologists and psychiatrists lend weight to these beliefs.

Further evidences of many sorts bear out the fact that these are typically feminine attitudes. For instance, in London a conference of English women met to discover if there was a typical "feminine point of view"—and if so, what that point of view was. This group agreed that the following qualities were probably more common to women than to men and were the basis of a womanly viewpoint: an aversion to violence and cruelty—compassion, intuitive sympathy, selflessness

in personal service, reverence for life. These attributes also imply that loyalty is part of the feminine nature. In "The Report of a Conference on the Feminine Point of View," by Oliver W. Campbell, several examples were given to support their premise. It was noted that males of all ages were more aggressive and that women had a keener insight into others' feelings. It cited the greater number of crimes committed by men and the many women in history who had attempted to relieve suffering.

In politics, an area which women have only recently entered with any great interest and in any great numbers, the influence of compassion and loyalty also can be seen. An article by Eleanor Clark French for *The New York Times Magazine* in March of 1956 gave these statements from political leaders: "A woman's just as good as a man [said a New York Democratic leader]. She won't follow the party line blindly the way some men do, but once she's convinced you're on the level, she'll work her head off for you." And in the words of L. Judson Morhouse, Republican state chairman: "A woman has real insight into a man's motives and once she's sure he's right, good and clean, she'll have tremendous loyalty to him."

Women's special attitudes of compassion and loyalty are corroborated over and over again in daily life. For instance, in an article, "Do Women Make Good Bosses?", for *This Week Magazine* in 1956, Lester and Irene David reported a few of the comments they had heard from female employees about their female bosses: "*A young stenographer in a large insurance company:* 'I have a woman boss and she understands the girls' problems. A man would throw you a big report at 4:30 without asking you if you want to stay late. A woman realizes a girl may have plans for the evening.' *A department store salesgirl*: 'You can really talk to a woman boss—you know, tell them straight about your problems. They're sympathetic. You can't talk the same way to a man.' "

American husbands seem to agree that their wives generally possess these qualities of sympathy and understanding. In 1956, *McCall's* called on the "average" husband to write his true feelings about his wife. Many hundreds of men sent letters and this is the story they told to the editors of *McCall's*: ". . . all [of the husbands writing in] painting the same picture of the American wife as a woman whose beauty comes primarily from within; a dedicated and generous-hearted woman whose principal concern is with her hus-

band and her home; a woman who cheerfully makes the best of whatever difficulties come along and is unflagging in her confidence in her husband; and best of all, a woman who does all this joyously, with high spirits and good humor."

Since compassion and loyalty are important feminine attitudes, how do they apply in selling women? Simply in contriving (not conniving) to get the women on the side of the product. In creating a natural sympathy to and loyalty within them for the product. In concentrating on the emotional benefits to women and the far-reaching personal effects the product may have. In circulating good will and understanding of *their* problems. In short, if a feeling of honesty, straightforwardness, and friendliness is created, women will respond with loyalty—by buying and buying again. Women sometimes develop intense brand loyalties just as they do personal loyalties. These loyalties are often not based on just the value and usefulness of the product, but may be due to an emotional feeling about it. Also, of course, direct humanitarian appeals to women are effective in collecting for war orphans, selling defense bonds, and the like. These are not the only honest appeals for women's sympathy. A direct approach based on a genuinely sympathetic understanding of problems or emotions cannot be underestimated in advertising and selling.

WOMEN DISLIKE BEING MISLED OR FOOLED

Since most women are sympathetic to others, develop intense loyalties to persons or causes, and become so personally involved, they usually react strongly to being misled or fooled.

This feminine aversion to being tricked or deceived can hardly be overemphasized. In a speech before the Ninth Annual Advertising and Sales Promotion Conference, Mills Shepard, for many years in magazine research, listed some reasons why editorial and advertising pieces to women sometimes fail. Among five reasons for failure was: "The signals are misleading and she resents dishonesty."

Bj Kidd covered women's reactions to being fooled in the book, *Just Like a Woman!* this way: "Because of their own directness (a term I prefer to 'honesty' . . .) they are empowered to resent, wholeheartedly and enthusiastically, any attempts to bamboozle them. To endeavor to mislead a woman, break a promise or 'sugar-

coat' or 'gloss over' an unpleasant truth is to have instantly an unleashed baby Bengal tigress on your hands. Nothing so infuriates a woman as the feeling that she is 'being fooled.' "

Women do not simply resent misleading information about a product or a deficiency in its performance, but they often feel compelled to action to right the wrong. This results in *not* buying the product and sometimes in talking down the product to others.

Women do not like to be fooled into considering a product or service any more than being misled about its performance. Suppose, for instance, a photograph in an advertisement or a sales piece centers on a "human interest" theme—a family group enjoying the homecoming of their eldest boy from school, a young son gobbling up his mother's chocolate cake when she isn't looking, a husband giving his wife an endearing look while he hides a Valentine present. A woman gives her attention because of the emotional and story quality of a photograph. She becomes interested in knowing about it. So she reads underneath the photograph to get the story it has not finished. But the copy merely says "Use this product" or "Try our new service." The woman naturally is going to feel disappointed—even cheated. She was induced to give her attention and she received nothing for it. She may get a little mad, too, because she has probably taken it personally. The moral of the story is: never offer a woman an emotional experience, a promise of any kind, without delivering.

WOMEN DON'T LIKE BEING PUSHED INTO THINGS OR SHOWN IN AN UNFLATTERING LIGHT

One of the most common ideas about women is that they secretly enjoy being pushed around physically and insulted mentally. While women might want a strong and influential authority in their lives (and may possibly have certain masochistic tendencies), there is no evidence at all to support the theory that women like having just *anybody* bullying them. In fact, there is evidence to support the idea that women would rather be treated with the respect due any individual and talked to in a calm fashion.

Movies, the legitimate stage, books serve as a reflection of current thoughts and they indicate that woman's desire for a dominating male has greatly lessened. In the last twenty-five years the strong man and matinee idol has all but disappeared from the scene. If he

has been replaced at all, it has been by a type less sure of himself—a thinking man, a man with ideals, but a man with more problems, a boyish man. Eddie Fisher, Tab Hunter, John Kerr, and the late James Dean are prototypes of the male found in many contemporary books and movies.

In daily living, women also seem to be rejecting strong guidance from others, for today they have more command over their own lives. They go out more and more into the business world and areas outside the home; have considerable say in their homes; can direct their own destinies. With their broader knowledge and greater freedom, women seem less inclined to accept commands or meekly follow an order. They seem to resent any dictatorial authority and rebel against it. When women are shouted at today, they will very often shout back.

In any type of selling, the effect of these feminine attitudes is most important. Women don't want to be shouted at or talked down to. They will go along with gentle persuasion but will fight against being pushed. They want to be asked to buy rather than be bluntly commanded to buy. In a September 1956 article, "The Sophisticated Sell," *Time* reported on the many companies which have found that an ounce of charm can be worth a pound of pressure. This fact was supported by a consumer survey indicating that bragging advertising copy is only 60 per cent as effective as a more informative, relaxed approach.

Growing out of women's dislike of being bullied is their refusal to identify themselves with unsightly, unflattering pictures and ideas. They feel insulted when depicted in an unflattering light—such as a disheveled upstairs maid or laundress. Women are called upon to perform a great deal of work which is considered drudgery. While they appreciate any help they can get in doing it, they don't particularly like being reminded of it. And even though many women are fully aware of the fact that they may not be of model proportions and beauty, they refuse to associate themselves with Halloween figures.

They prefer to think of themselves as calm, competent women of at least average good looks and appeal. Rather than showing how hard they work, women prefer to look as if they "hadn't done a thing" or as if "it hadn't been any effort at all."

In *Male and Female*, Margaret Mead analyzed women's desire to

be disassociated from their work by comparing the modern home and the factory system: "As our factories move towards the ideal of eliminating human labour, our home ideals have paralleled them; the successful home-maker to-day should always look as if she had neither done any work nor would have to do any; she should produce a finished effect effortlessly. . . . The creativity that is expected of her is a creativity of management of an assembly line, not of materials lovingly fashioned into food and clothes for children."

Today's women desire to be and to have things perfect, but achieving this perfection must seem effortless. They want to serve an elaborate buffet—that looks as if they whipped it up in nothing flat. They want their kitchens sparkling—yet their hands must look as if they never scrubbed floors or washed dishes. They want to look lovely and dress beautifully—but in a natural, unaffected way.

Thus, in selling women it is best to paint a picture of their better side rather than their worst side. For they will refuse to see themselves in pictures of women overburdened with worries or duties. This does not mean an overglamorized or unrealistic picture should be presented, for it would lack believability—but one of women on their good days rather than in their most harassed moments. Women will identify themselves with the woman who has done her job, yet looks as if she hadn't—the woman who *has* used the product rather than the woman who hasn't.

WOMEN ARE MORE INTERESTED IN PEOPLE THAN IN THINGS

Much more often than not, people will have a greater power than inanimate objects in arousing and keeping a woman's interest. This is due in large part to woman's basic interest in people's feelings, the fact that her interest usually depends on becoming personally involved, and the importance of social relations to her happiness.

One of the most striking sex differences pointed out by psychological tests and interviews is woman's greater social orientation. In *Differential Psychology*, Anastasi and Foley brought together many excellent findings on sex differences and concluded that women more than men want and need social relationships with other people. Tests showed girls are more interested in other people and psychologists found that the responses of girls more frequently bring in people, family, and social relations. Among older people from

seventy to ninety, sociability showed a high correlation to happiness in women but was insignificant to the happiness of the men.

Advertising readership findings also show that women have a greater interest in people than in things. When it comes to picture appeals, most readership surveys show that material or inanimate objects rate high with men and low with women. For example, a *138-Study Summary of the Continuing Study of Newspaper Reading* by The Advertising Research Foundation showed a clear-cut sex difference in picture interest. Men showed highest interest in pictures related to events and women, in pictures of people.

Another indication of women's concern with people comes from the political scene. In the fall of 1952, the Survey Research Center of the University of Michigan made a study of the national elections and found many women were more interested in the candidates than in the issues. In the total tabulations, only 39 per cent of the people most interested in issues were women, while 61 per cent of the people most interested in candidates were women.

In selling, this means that a woman will show greater interest if a product or idea is related to people through pictures or words. Connecting people to the product story will not only attract her interest and attention but will also help fill her basic need for sociability. Every product—from armchairs to lipsticks to scouring pads—can be related to and benefit from its association with people. Naturally, some people rate higher than others in attracting women's interest.

A top attention-getter with women is other women. Many an advertising and media study shows that pictures of women rate number one or close to the top in attracting female readers' attention. People seem to readily identify themselves with a person of their own sex. This fact can also be seen in other men attracting the attention of a man—while women rate comparatively low unless they have unusual sex appeal.

The amount of attention given to women by women was confirmed by an ocular camera test reported by Herman F. Brandt in *The Psychology of Seeing*. Twenty-five men and twenty-five women were asked to look at mounted pictures while a camera recorded their eye movements. The women spent slightly more time looking at pictures of women than they did at pictures of men.

Further testimony to women's interest in women is found in feminine conversations. Psychologists have recorded women's conversa-

tions by professional eavesdropping on street corners, in theater lobbies, outside churches, about anywhere that women gather. They found that much of the talk among women centers around other women.

There is some evidence too indicating the type of woman most women like—the kind of woman with whom they are inclined to identify themselves. As previously noted, women do not readily identify themselves with women who are overburdened, overworked, done in by household chores. Nor do they see themselves as sirens or gorgeous creatures leading charmed lives. They shy away from other women who are too remote or too overtly sexual. In fact, they are more inclined to respond to the tragic or sympathetic role of women than to a role of blissful unreality. They strongly tend toward identification with a woman who is feminine, has a wholesomeness about her, and is friendly and alive and active. It is usually found that women's sympathies are neither with the old-fashioned housewife nor with the strict career woman—but with the woman who leads a dual life, both within and outside her home.

Top attention from women also goes to pictures and stories of well-known women. Advertising studies consistently show that celebrities rate high in attracting women's interest. However, the analysis of 3,188 news pictures in the *138-Study Summary of the Continuing Study of Newspaper Reading* by The Advertising Research Foundation in 1951 found that the attention given by women to celebrities in the postwar world was slightly down from prewar and wartime. *Good Housekeeping* found the celebrities receiving greatest interest in 1956 were Mrs. Edward R. Murrow, Anne Lindbergh, Princess Margaret, and Queen Elizabeth.

Daniel Starch and Staff confirmed women's high interest in celebrities by comparing 100 testimonial and nontestimonial advertisements appearing in *Collier's, Life, Look,* and *The Saturday Evening Post.* Women gave higher readership to the testimonials than to the nontestimonials. Lesser-known celebrities rated almost as high as well-known celebrities with women—though they did not do so well with men. This analysis also indicated that male celebrities got highest attention when a product used by both men and women was involved, but women celebrities were better when women's products were being advertised.

Children and babies also are among the top subjects in attracting

women's interest. Women and babies together have great attention value, too. The interest of both men and women in children has increased since the war, though women still respond to children and babies more readily than do men.

Groups of people—couples, family groups, men with children—do not rate as high in attracting women's attention. Pictures of men alone are generally poor in attracting women's attention. But women are willing to accept a male authority on many subjects and the popularity of well-known male personalities on television is unquestionable.

One of the popular misconceptions about women is that animals rate high in attracting their attention. Though animals are not people, they are animate and included in most of the types of surveys mentioned above. The studies of fiction and picture interests almost invariably show domestic and wild animals low on women's preference lists. While they are not among the very highest interests with men, animals are considerably further up the ladder with men than with women. This is probably because many animals are usually connected with active sports.

WOMEN WANT TO PARTICIPATE IN AN IDEA OR SITUATION

Women put themselves wholeheartedly into situations which interest them. This "habit" of participating in everything is a natural result of women's mental make-up—their proneness to identification, personalizing, and creating imaginery situations. They take hold of a basic theme—then enlarge on it, work it out for themselves in their own terms, become intimately involved in it.

Radio and television programs such as "Breakfast Club" with Don McNeill, "Strike It Rich," "People Are Funny," "Arthur Godfrey's Talent Scouts," based their primary appeal on the woman's desire to participate and be personally involved. The quizzes used as features in magazines and as attention-getters in advertisements have also been extremely effective in gaining interest. Group singing, "do-it-yourself," taking lessons, individual rather than spectator sports (which have seen a tremendous rise in popularity) also offer direct ways for women to participate.

One of the main attractions of the movies is the opportunity they offer women to participate. In *Motivation Research in Advertising*

and Marketing, George Horsley Smith told of a study by Applied Psychology Associates designed to discover why people with television sets go to movies. It was found that people enjoy a movie in proportion to the extent they are able to project themselves into it. They were able to participate better at the theater than at home because of the large screen, lack of commercials, and fewer distractions.

Many advertisements offer women an opportunity to participate indirectly, if not directly. Some small part may be left undone, some thought may be left incomplete, some element may be missing from the picture—so that women may fill in the missing elements. The Ford Motor Company has done this with many of their outdoor posters—such as "The Only Convertible That Outsells Ford." The poster featured a baby carriage but there was no picture of a Ford—the readers fill this in themselves. Imperial left room for participation in a campaign featuring a chauffeur carrying a case of whiskey to a Rolls Royce. The man's face was not shown, so that the readers became curious. Imperial followed up this interest with a contest to name the chauffeur. D'Orsay Parfums also offered women a chance to fill in the picture with their advertisement headlined "Someone lovely just passed by!" In the photograph, male heads were turned watching a woman who could not be seen—the readers had to imagine her.

When women are given a chance to participate, they often better remember the product and idea involved. Norman Heller proved the relation between participation and memory through tests reported in an article, "An Application of Psychological Learning Theory to Advertising" in *The Journal of Marketing*, January, 1956. His method was to apply the Gestalt principle of closure to advertising slogans. The principle of closure states that in any situation when the whole is perceived as incomplete people will feel compelled to complete the situation. After people have filled out the missing part, they feel relieved, so to speak, and this reward aids in their learning and memory. To test the application of the closure principle to advertising, college students were shown a number of slogans—some were complete and others had letters missing. When asked to recall the slogans, students remembered many more of the incomplete slogans than the complete slogans. Mr. Heller did not advocate that advertising should appear with missing letters. But he showed that

the closure principle can be built into an advertisement, helping to bring about active participation and self-involvement, which increases the "memory impact."

If an idea is completely spelled out, it leaves little room for women's becoming a part of it. Both their interest and recall are limited. Similarly, a product which claims to do *all* the work leaves little room for women personally, little room for any sense of accomplishment. Social Research, Inc., interviewed 250 metropolitan women in *A Study of Motivations Relating to Soaps and Chemical Detergents,* a survey made for the *Chicago Tribune.* In this report it was concluded that, even though women had switched to detergents to make their cleaning easier and were buying them, they were not enthusiastic when talking about them—because the term "detergents" implied that there was no work to be done. Women wanted a product that is all-purpose—but resented being told that it does all the work.

So in selling products and services, giving the "audience" of women a chance to participate is vitally important. An approach is usually more effective if it leaves room for women to put themselves into it. Even in products where the advantages lie in ease and time-saving, such as the packaged mixes, it has been found valuable to put the emphasis on women's participation. To help overcome resistance to buying or lack of enthusiasm, it is easy to see why smart advertisers have often swung from "Two Easy Steps to a Perfect Pie" to "Now, *You* Can Make a Real Pumpkin Pie like Grandmother's."

WOMEN ARE CONCERNED WITH WHAT OTHERS THINK OF THEM

Women are tremendously concerned with the impression they make on others and with the thoughts other people have about them. This concern stems from women's interest in others' feelings, their greater desire for sociability, and their tendency to take life personally. It is also heightened by a modern compulsion for popularity. Being popular with the group is a standard of success today.

The importance of people in determining women's moods and actions can be seen in three characteristics common to many women. First, most women are very sensitive to criticism. If a boss criticizes or a husband complains, they take it to heart—they become upset.

Secondly, women generally do not have as much self-confidence as men and seek reassurance from others about their ideas and actions.

Psychological studies of sex differences show that men are more self-confident and self-sufficient than women. For instance, in the personality scales set up by R. G. Bernreuter, *The Personality Inventory: Tentative Percentile Norms,* the greatest sex difference recorded was in the confidence scale—men were rated much, much higher than women.

Thirdly, women's emphasis on personal appearance and manners is connected with their concern over what others think of them. They are anxious to make a good impression and usually spend more time and energy on their personal appearance than men. The estimated 1⅓ billion dollars spent on cosmetics and toilet preparations in 1956 is testimony to women's preoccupation with their appearance. The many etiquette and good manners columns on the women's pages of newspapers and in women's magazines give ample evidence of their interest in doing the "right thing."

This concern over what others think of them gives women an inherent interest in any product or service which in itself improves their appearance or their standing—such as beauty products or English lessons. Women are also susceptible to a selling approach which indirectly assures them social acceptance through the use of a certain product. There are many methods of endowing a product with the approval and acceptance of others. Testimonials, for instance, lend an air of "rightness" and acceptance. Any statements telling how others feel about the product reassure women about using it. A verbal or photographic picture of how a woman who uses the product appears in the eyes of others will also give women confidence in themselves and in the product.

WOMEN HAVE TANGIBLE, NOT ABSTRACT, WANTS

Most women have tangible wants for they think in concrete, personal terms. In contrast, men are inclined to think in the abstract and to have intangible desires. Women are not inclined to theorize in a general way, but consider most things in terms of the specific people and objects involved. For instance, women quite often become concerned over educational matters—such as methods of teaching. This interest usually grows due to their own children. That is, their interest in why children today can't read stems from the fact they have a child who has or might have difficulty in reading. Another example is

seen when enlisting women's help for charity purposes. A disaster—flood, fire, war—seems remote to women until it is translated into specific terms such as a family without a home or a child without food.

Charlotte Montgomery, writer and authority on women, demonstrated how this difference in a man's and a woman's desires applied to their home: "Men want a restful, pleasant, comfortable home—for instance. Women want the *things*—the chintz drapes, the home freezer, the green dining room rug, the end-table to go by the sofa, a set of china—all the many things that make up that pleasant home. Women will work hard to get things; they will be physically miserable at uncurtained windows; they will plan in categories and series so that when one thing is bought they 'go to work' to plan for the next."

Those tangible wants mean that women aren't inclined to plan for the future except in concrete terms. Saving is something women usually don't see. The term is too intangible—unless it is stated in a positive way such as saving for a home or the children's education or a new dress. Women usually translate money into what it will buy. For instance, a woman's husband gets a raise in salary of 10 or 15 dollars. She immediately sees it in terms of a new television or living-room chair or clothes for the children and so on.

Women's tangible wants should be taken into account in selling all products and services. The end results of use of the product or service should be put in concrete and realistic terms so that women will understand, rather than being presented in a theoretical way. This technique is especially important when a product or one of its qualities is intangible and women cannot see what they are buying. Most women do not want to spend their money for something they cannot grasp personally.

The insurance companies have gone a long way in translating their intangible service into tangible terms to overcome women's resistance to buying. Rather than emphasizing how little insurance costs and how much it pays in the long run, insurance advertising often features the end result—the happy home, the son sent to college, the heartache which is avoided. For example, in 1956 and 1957, the Institute of Life Insurance advertised the theme "When someone's counting on you . . . you can count on life insurance." Photographs illustrated physical, social, and financial dependence in family relationships with women prominently featured.

WOMEN ARE NATURAL RIVALS—WANT INDIVIDUALITY

Most women feel some rivalry with other women and keep their guard up where other women are concerned. This attitude of women toward each other is so generally accepted and such an abstract concept that the real reasons for it are almost impossible to determine. The many authorities and writers on women give an assortment of reasons for feminine rivalry. One answer was given by Judith Churchill in her August, 1955, *McCall's* article. She reported that women keep a sort of truce with each other and are enemies because they understand each other so well.

Whatever the basis, one manifestation of this rivalry is that women want to show their individuality. Of course, this is not the only reason that women want to show their specialness, but it is a major factor.

Women's rivalry and individualism can be seen in their attitudes toward groups. They like to be in groups and join organizations (though probably not as much as men) but often they work better individually than as a group. When in groups, they are apt to work harder for individual rewards. Even with the group emphasis today —in the suburbs, in community organizations—women are conscious of competition with other women in the group. In short, women seldom develop a real "team spirit."

Again, women show their individuality and rivalry when it comes to clothes. They want to be in style and are ready for changes in fashion. They want to be dressed appropriately—so basic black dresses and strings of pearls or simple tweed suits may dominate certain parties. But they don't want a dress or a hat *exactly* like someone else's—they want something just a little different. In contrast, a man considers it a compliment if another man gets a suit like his and feels uncomfortable if he isn't wearing just what other men are. Men and women dressed for a formal dance are a perfect example.

In selling, women's rivalry with each other and their desire for individuality has many applications. A woman will be looking for a product that is in style, but a little different. She will be constantly wanting a change that will set her just a little bit ahead of the crowd. To satisfy her individual taste a product will have to come in various styles, forms, colors, models, prices. The Elgin Watch Company played up this idea in the advertising theme " 'Personality-Styled'

Elgin Watches—styled to the wearer's way of life." Different watches were described as being appropriate to certain types of individuals.

More than likely, a woman does not buy a product just because millions of other women have one just like it. She is more inclined to buy on the basis of its improving her and making other women admire her. Some of her purchases are made out of rivalry or envy. She may buy a product because it makes her more attractive than another woman, or gives her greater prestige, or is superior to another person's. The approach to a woman as an individual and the assurance of admiration from others have again and again proved effective.

Feminine rivalry has sometimes been responsible for the failure of certain selling ideas. Edward H. Weiss and Company tested a home permanent advertisement featuring mother and daughter with identical hair styles. The headline read, "A Double Header Hit with Dad." From interviews with women and social scientists, it was found that women felt a deep resentment at being compared to their daughters in competition for their husbands' attention.

WOMEN OBSERVE THE SMALL DETAILS

Women's inner view and preoccupation with minds and feelings leads them to focus on the small details—so much so that they sometimes miss the over-all idea. From childhood, women are interested in observing things around them. They pay careful attention to small and seemingly insignificant occurrences. They not only have an eye for small details but are particularly apt to spot any error. For this reason women do exceptionally well at detailed work.

One of French authoress Simone de Beauvoir's main themes in *The Second Sex* was woman's preoccupation with the details of daily routine. In contrast, a man is creative and rises above the immediate situation. The author wrote that American women rise above the daily details to a small extent, but she felt that woman's concern with the immediate situation is responsible for her secondary position in the world.

Women will carry this observation of detail over into their shopping and buying habits. They will notice every aspect of an advertisement or salesperson or store or product. They see the way a table is set, how a tie looks, the contents of a grocery cart, the shoes being worn, the rug on a floor—almost everything at a moment's glance.

And if the details are wrong or out of place, it will usually bother them. These details are important to women and may cause them to reject an entire sales story or product if one small element does not ring true. This means that the details of every design, package, service, advertisement, promotion, and direct sale should be considered as carefully as the major items.

For example, a refrigerator manufacturer found that its advertising campaign was not effective. The campaign featured an open refrigerator with no one in sight. An analysis by the Institute for Motivational Research discovered women were so concerned about the unattended open door—something no good housekeeper would do—that they entirely missed the selling message. One misplaced detail had spoiled an entire campaign.

WOMEN DO NOT CHANGE THEIR MINDS OFTEN

The old saying, "It's a woman's prerogative to change her mind," implies that women are *always* changing their minds. But the record seems to show that women do not change their minds any more often than men do. In fact, a study by Dr. Karl F. Robinson of Northwestern University indicated that men change their minds two or three times as often as women.

Most women, however, take longer to make a decision than the average man. Usually women are unable to weigh a situation and act on it as quickly as men can. This may be due in part to a physical difference in reaction time. Men excel in muscular coordination and their reaction is therefore quicker and more accurate than women's.

Once women do make a decision they are usually stubborn about changing it. That's why they may be inclined to change less often than men. Women's decisions or conclusions are based on subjective reasoning rather than logic and they become personally involved. Even when confronted with the facts and logic of a case, they may not alter their original belief one bit. If argued with, they may take it as a personal affront and become even more set on the idea.

Thus, in selling, the logical reason, the irrefutable fact will not necessarily persuade women to use a product or service. Their decisions are personal and emotional—and a statement in those terms can often sway them in their thinking. If women have preconceived notions about or prejudices against a certain product, these feelings

are difficult to overcome. But shouting the facts may only work to set their convictions deeper. Often a gentler, more indirect approach to overcoming women's resistance to the use of the product will be much more effective.

WOMEN HAVE A DIFFERENT SENSE OF HUMOR THAN MEN

The late Harold Webster became famous with his cartoons of husbands telling jokes to their wives who didn't get the point of the stories. Clifford R. Adams reported in the *Ladies' Home Journal* the facts that men laugh longer, more often, and more loudly than women. Anastasi and Foley recorded in *Differential Psychology* that girls more often use affectionate nicknames, while boys more often use nicknames based on physical peculiarities.

These, and other odd and sundry facts about men's and women's senses of humor, seem to add up to the conclusion that women have a different sense of humor than men. While there is no way of measuring, it seems that women look at life more seriously than men. Women seem to take life and jokes literally, as well as personally. It is logical that women would not think as many things were funny —or at least different things—since they personalize everything. Most especially women seem to find it harder to laugh at themselves.

Various occurrences in everyday living seem to bear out the fact that women take life more seriously. Women do not like comedies in the movies as much as men. Not as many women as men buy humor magazines. Though women as well as men read comics in the newspapers, the strips they like are apt to be different. Women do not usually joke as much among themselves and seldom make jokes about someone else's difficulties.

Women are also serious about the products they buy. This makes a cartoon or light approach to women comparatively risky. The technique has to be very well done and very careful not to offend. In expensive products, humor is almost invariably a mistake. Women are not apt to take a refrigerator or a house or a car lightly. Women take themselves and their problems in buying seriously. If the seller treats buying as a joke, women will feel there is a lack of sympathy. Even in cartoon and comic approaches with less expensive products, it is easy to offend and miss being funny as far as women are concerned.

WOMEN HAVE A TENDENCY TOWARD IRRATIONAL BELIEFS

It is almost impossible to measure in any objective, scientific manner the extent of superstitions, for many times they exist on a more unconscious than conscious level. But women seem to have a greater tendency toward irrational beliefs than men. For instance, women usually have a greater interest—and possibly belief—in fortune tellers and astrology.

Two characteristics of women would logically tend to make them more superstitious than men. First, women feel themselves less in control of outside forces than men do. Their lives often seem to depend on the whims of nature and people. Periodicity and childbearing undoubtedly contribute to their feeling of helplessness—as well as their lesser physical strength. Certain circumstances and happenings often seem unexplainable and mysterious. For women are usually less able to see a logical explanation behind many occurrences due to their emotionality and subjective thinking.

In contrast, men have demonstrated that they *can* control forces outside themselves. They have explored unknown regions, plotted the course to new continents, soared into outer space. A man believes that such things can be done, and that he, like any other man, has it within his power to tame the forces of nature. His more logical, rational thinking as well as mathematical and mechanical aptitudes enable him to see an explanation behind nature's patterns.

Second, women usually have a strong sense of family continuity and are often responsible for handing down the family traditions. The observation of family and religious holidays such as Thanksgiving and Christmas is important to most women. Carrying out these traditions gives form and meaning and certainty to life. And along with the traditions often come superstitions. Helping around the kitchen with mothers and aunts, women have seen spilled salt thrown over the left shoulder to ward off bad luck—or after boasting, a knock on wood to make certain that good fortune will not be reversed. It may not have been taken too seriously—even laughed at a little. But when today's women re-enact these same scenes, there is often a warm connection to the past. And most importantly, women are seldom ashamed of the irrationality involved in these gestures.

Men, of course, have been exposed to similar incidents in their growing up. But by the time they become adults they have usually

developed the habit of concealing their emotions as well as viewing the universe in a more rational, impersonal way. Superstitions, which are based largely on fears, get pushed further back into the unconscious. To show fear or grief is unmanly while in a woman a few tears or a little touch of irrationality are considered charming. Also, men are more likely to dismiss irrationality with defiance rather than with compliance. Boys and men may deliberately walk under a ladder to show their courage and manliness.

Of course, the more educated and enlightened people become, the less superstitious they are likely to be. Since women today are, on the whole, as well educated as men, they seek more rational explanations and solutions than they used to. But there is a certain persistence of superstition even among well-educated people. For instance, the superstition that the number thirteen is unlucky is prevalent enough to cause the omission of a thirteenth floor in many buildings. In New York City, only three out of nine important buildings in Rockefeller Center, one of the most modern skyscraper developments in the world, have thirteenth floors.

Many superstitions, of course, are extremely regional in character. They are shaped and colored by local history and folkways. For example, in the Deep South a praying mantis is thought to be the agent of the devil while in other parts of the country it is a good omen. Many plants, birds, and insects have dual connotations, depending on context as well as geography. The ivy plant, for instance, has auspicious as well as evil connotations. However, a number of superstitious beliefs have the same connotations in whatever region they are encountered, such as a black cat crossing one's path bringing bad luck and a four-leaf clover bringing good luck.

While modern women are by no means superstition-ridden, irrational beliefs do operate in their buying. The effect of women's superstitions on all aspects of a product—designing, packaging, and overall advertising and sales approach—should be considered. Superstitions can and have caused product rejection, product resistance, periodic brand-switching, and the like—though often women themselves are not conscious of the effect of these beliefs on their buying.

For instance, the experience of the wallpaper industry over a number of years shows how superstition can affect designing. Wallpaper manufacturers have found it extremely difficult to sell bird designs to women. Because of the prevalent superstition about a

bird tapping on the window or flying into the house meaning bad luck or death, women are reluctant to buy wallpaper in which birds form part of the pattern.

Superstitious fears about food in opened cans becoming poisonous influenced women's buying of baby foods. According to studies made by Social Research, Inc. some women strongly resisted buying baby foods in cans. Although it has been proved beyond doubt that food does not spoil any faster in an opened can than in any other kind of container, many women felt that food in cans was not safe enough for a baby. They didn't like the idea of feeding a baby directly out of a can; they didn't feel that way about a jar. The fact that the same women usually thought that food out of an opened can was safe for the rest of the family further expresses their irrationality.

Further studies made by Social Research, Inc. into women's attitudes toward deodorants showed irrational beliefs sometimes account for periodic brand-switching. Some women felt a deodorant lost its potency when they had used it for a long time. They felt they must switch brands periodically to guarantee efficacy.

Knowledge of women's common superstitions is valuable in planning design and sales approaches so that irrational beliefs can either be overcome or avoided. Whether there are any superstitious beliefs which affect a product or service can be discovered by talking to women themselves and studying common American superstitions. Since most irrational beliefs are based on fear and insecurity, women's superstitions can often be overcome by building their confidence.

FEMININE GUIDEPOST

The attitudes and actions of today's women offer concrete guides in measuring the effectiveness of appeals.

1. To make women's compassion and loyalty work *for* a product, create a sympathetic bond between women and the product based on understanding of *their* problems and attitudes.
2. Women dislike being misled or fooled, so never offer them an emotional experience or a promise of any kind without going through with it.
3. Women dislike being bullied or insulted. So persuasion and low pressure usually work better than pushing and loud claims in selling to them. Women refuse to identify with unsightly, unflattering pictures and ideas of themselves so it is better to paint their better side—after they have used a product rather than before.
4. Women's concern with people rather than things means that a product will gain greater interest if it is connected with people either in ideas or pictures. Thus, indirectly, the product also helps fill their need for sociability. Some people, of course, gain greater attention than others—women and children rate especially high.
5. Women's desire to participate in an idea or thing means that a selling approach which leaves room for a woman to put in something of herself personally usually gains greater interest. Also, when women participate, their memory of a product or idea will likely be greater.
6. Women's concern with what others think of them means that the impression they make on others by using the product is an important part of the sales story.
7. Women's tangible wants mean that they are not very inclined to plan for the future except in concrete terms. Any product which is intangible or has nebulous qualities does better

when translated into concrete end results which women can personally see or feel.

8. Women's natural rivalry and individuality make it advisable to offer them a wide variety of products and to present new products to them periodically. Generally women are more inclined to buy on the basis that a product gives them individuality than because many other women use the product. Women also sometimes buy out of envy or desire to outdo others.
9. Women minutely observe the little details, so every small element should be as carefully planned as the main sales point. Women may reject an idea or lose confidence in a product if any detail is wrong or out of place.
10. Women do not change their minds more often than men. But women take longer to make up their minds and then are stubborn about changing them. Their decisions are in personal and emotional terms, so a statement in these terms often does more to change preconceived notions or prejudices about products than factual arguments.
11. Women have a different sense of humor than men and usually take life more literally. So the light approach to women should always be carefully considered, especially for expensive products. The comic approach can quite easily offend or miss the mark as far as women are concerned. It sometimes makes women feel the seller is not in sympathy with them, is not taking their problem seriously.
12. Women have a greater tendency toward irrational beliefs than men do, though women today are less influenced by superstition than their grandmothers were. But sometimes, irrational beliefs can play a strong role in whether women buy or do *not* buy. So in designing and selling products, women's common superstitions and how they might affect sales should be investigated.

SECTION 3

WHAT DO WOMEN REALLY WANT?

7

TODAY'S WOMEN'S NEEDS AND DESIRES

What a woman wants is what you're out of.
She wants more of a thing when it's scarce.
O. HENRY, "Cupid a la Carte"; *Heart of the West*

In these lines O. Henry summed up a fundamental principle governing the wants of women and men. If a need is easily fulfilled, it is of little importance. Most things which are plentiful come easily, take little time, effort, action, or thought—do not influence women's behavior. Take, for instance, air—air is an absolute necessity but it is plentiful and free. Probably 99 per cent of American women never feel the need of it. If they did feel the need of air, however, it would be one of their top desires. Basic, easily fulfilled needs such as air,

water, rest, activity, and so on, play little part in women's behavior because women seldom feel a yearning for them.

However, the following specific needs and desires do play a major role in the lives of women today: (1) Women feel an increasing desire for security—especially in the social sense; (2) they feel a strong need for social contact and esteem from others; (3) the need for self-esteem is a powerful force in every aspect of their lives; (4) women feel a great desire for romantic love; (5) maternal love is strong and intense, but enlightened; (6) enjoyment and convenience are forceful desires today; (7) women feel a strong desire for newness and variety in their daily lives; (8) their ambitions for achievement and accomplishment have certain limits; (9) women have little need for dominance and shy away from direct competition.

These needs and desires are by no means new. But most of them are different in strength and satisfaction than they were ten or fifteen years ago due to vast changes in living. They are also closely related to women's attitudes and actions which were discussed in the previous chapter. For, naturally, women's actions grow out of their needs.

There are a few generally accepted principles or scientific laws about needs which are useful in understanding and applying each one of them. First the needs are inter-related—an action is very seldom simply the result of satisfying one specific need. When a person buys anything, several motives may be satisfied. For instance, a woman's primary aim in buying a car may be to get from place to place, yet she may also desire enjoyment, esteem, and newness.

Second, needs and appeals to needs are rarely of the same strength or importance. When two needs are in conflict, one usually will dominate. If a person has only enough money to buy food *or* a dress, the person will usually buy food. There is a hierarchy of needs—when one need is satisfied, another one more highly developed and usually more socialized appears.

The hierarchy of human motives set up by A. H. Maslow, and put forth in "A Theory of Human Motivation" appearing in the *Psychological Review*, is a listing fairly generally accepted. According to this theory, physiological needs must be satisfied first. When these needs have been satisfied, the need for safety dominates. When safety is assured, love becomes predominantly important. Next comes esteem, and this is followed by self-actualization or the development of individual abilities.

Practically, this hierarchy means that the relative strength of each need that women feel will be somewhat dependent on present living conditions. For instance, economy is a very strong appeal in depression times. But in prosperous times, the economy appeal is low and luxury ranks high. In *Applied Psychology*, Richard W. Husband found price featured in less than 5 per cent of the advertisements studied in 1949, a prosperous year. But in 1934, a depression year, economy appeared as a primary appeal three times as often. Good times in the 1950s found the economy appeal low.

The third and last principle of needs important for this discussion is that other objects can be substituted for or closely associated with women's actual needs. The substitute can become just as valuable and important to women as the real need and its satisfaction.

In other words, the means to the end becomes just as important as the end itself. Firmly establishing a product as a means for satisfying a desire can make the product itself extremely important to a woman. She may highly value her dry cleaner, her insurance company, her make of car, because they stand for service, security, and prestige.

When applying women's needs in selling, a basic desire should sometimes be implied or suggested rather than being directly used. Women naturally are not always conscious of their needs and their reasons for buying. Even if women are conscious of the emotional basis, they often convince themselves of some practical reason for buying.

James D. Woolf, advertising consultant, put the need for reason as well as emotional appeal this way in an August, 1956, column for *Advertising Age*: "I believe that emotional behavior requires the support of reason. No matter how thoughtless or emotional our buying actions may be, we are under compulsion to offer, if only to ourselves, a rational explanation which we hope will make us appear to be shrewd, hard-headed, sensible fellows. In all rationalized behavior we tend to do what we *want* to do, and thus find reasons to justify it as what we *ought* to do."

The sellers who are aware of the unsatisfied needs of today's women, and then can fulfill these desires in a way satisfactory to women, are sure to tap a big portion of the feminine market.

TODAY'S WOMEN FEEL AN INCREASING DESIRE FOR SECURITY—ESPECIALLY IN THE SOCIAL SENSE

The need for security can cover a tremendous area, but here it will be used to include physical safety, economic security, and social approval as defined below. Physical safety specifically will mean freedom from pain and harm to oneself or others, rather than pertaining to general physical and mental health. Social approval will signify the desire to be *liked* by others, as separated from the need to be with others or stand out above others. Economic security will include attitudes toward economy and thrift as well as financial well-being.

The strength and satisfactions of the security need are quite different in men and women. Psychological tests consistently show girls to be more fearful in all situations than boys. Greater fear coupled with less confidence adds up to a generally greater need for security in women than in men. The sex differences in satisfaction of the desire for security can be seen in looking at the three aspects—physical, social, economic—separately.

Intense fear of physical harm is largely found in children and as people mature they find it is much less threatening. Most likely adult women retain a slightly greater fear of physical harm and corresponding need for safety than men—for women are smaller and often less in control of forces surrounding them.

For today's women, the world does not hold as much fear of physical harm as in the Stone Age or the early pioneer days of this country. But more and faster transportation, great wars, new and powerful weapons, and even the tumultuous, unpredictable weather of the mid-1950s, have added new desires for physical safety. For instance, safety in travel has become a major public problem. Plane, train, bus, and automobile companies have tried to overcome women's fears of physical harm by featuring special safety devices and stressing safe arrivals. The General Telephone System reflected this thought in a 1956 advertisement headlined "Travel . . . and be home!"—of course through the use of the telephone.

Technical improvements have also given women some new fears. Occasionally a product—such as the pressure cooker or electric blanket—meets with great resistance simply because women have a fear of using it.

But women feel concerned more often with the safety of their

families than for their own welfare. For instance, they feel the need to satisfy themselves that their children are well protected—so it becomes a matter of prevention of harm. They want toys with safe, nontoxic colors; play pens that prevent dangerous falls; cars with nonskid, blowout-proof tires; and so on.

In general, women do not have an overly strong need for safety, for it is not often a primary problem. The Pure Food and Drugs Acts, the government regulations, and the improvements of manufacturers have taken many elements of danger out of their daily lives. Certain features of manufacturers and magazines—such as the *Good Housekeeping* seal—have also served to reassure women. Today's women expect and usually get safety in all products and services as a matter of course.

The desire for social approval is stronger in most women than in men—probably due to their greater interest in people as well as to their lesser confidence in themselves and lesser self-sufficiency. Many psychological tests have been made to measure dependence and confidence, and extensive ones—such as The Bernreuter Personality Inventory—fully support these conclusions.

Women's satisfying of the desire for social approval takes a different course than men's. It is often said that women have a desire to be appreciated for themselves, while men like to be approved for the things they do. A woman feels this way because she is often judged on social qualities—appearance, figure, pleasantness, and charm—by men and society, especially men. She isn't selected as a wife because she can cook or be a good mother—but because of her personal qualities.

Women's social satisfactions come largely from the approval of their family and neighbors. Working women often have an added desire for approval in business—plus acceptance in going out of the home and into business.

Today's women have an increased need for social approval. This increased desire has been attributed variously to a superior male attitude through the years—the secondary place of women's work—the standards set by magazines, movies, television, and radio. The lack of traditional patterns and the necessity of many moves from one community to another have certainly made security more important. In *The Organization Man*, William H. Whyte, Jr., told a story of how the great desire for security affected a small church: "In one

Protestant Church in Levittown, Pennsylvania, the young minister was surprised when his congregation began to complain about the cathedral chairs with which the church was furnished. They were excellent chairs and, for a growing church, more practical than fixed pews. They conceded all this but they still complained. 'At last I figured it out,' he said. 'The chairs *moved.* All the people here have come from somewhere else. . . . They have had to break with old home ties. They are extremely eager for stability and for any signs of it. So I figured out a compromise. We fixed up kneeling stools so that they would hold the chairs firm. I didn't hear any complaints after that.' "

Women's changing life within the home and the emphasis on leading a life outside the home are certainly major factors. The jobs within the home have become more routine and more mechanical; so families are not as likely to be aware of women's contributions. The attitude that "just being a housewife is not enough" is threatening. To obtain approval from their families and friends, women feel they must play some part outside the home. On the other hand, "just doing things outside the home" doesn't carry full esteem—women are expected to marry and run a home too. Due to these demands women today feel a great need for recognition.

The great importance of women's need for approval makes it vital to almost every selling job. Its value was summed up in an article by Gilbert Burck which appeared as one of a series on women in *Fortune*, 1956: "Many if not most Motivation Research studies of women confirm the age-old belief that women yearn to be told they have done a good job. From this stems a basic principle: to sell the housewife anything from soap to prepared pudding, do not lecture her on how wonderful your product is, or how it will eliminate her drudgery; tell her—or imply—that using it will not merely make life easier but will surely bring her recognition and approval."

The need for economic security is great in men and women, but basically satisfied in different ways. As a general rule, men have other people dependent upon them for financial security, while women are dependent on others for their economic needs. Even though a great number of women are working, the majority of these only *contribute* to family finances rather than being the chief breadwinner—and in most cases these families could manage without the women working. Thus, men have a direct problem of satisfying the economic need,

while women usually satisfy theirs indirectly through some other person. This was reflected in R. Lunger and G. D. Page's tests on the "Worries of College Freshmen," reported in the *Journal of Genetic Psychology.* They showed that men are more concerned than women about the possibility of supporting parents in their old age and of not being able to support those dependent on them. Another test of 5,000 students from the sixth grade through college reported by S. C. Pressey and F. P. Robinson in *Psychology and the New Education* found that boys worry more about their abilities and money than girls do.

Being economical is a part of desiring financial security (though it can also be tied to a drive to conserve and preserve—or necessity due to a lack of the basic goods—or a desire for approval as a virtue developed by society). The Minnesota Personality Scale showed that men rate higher in economic conservation; but there is no indication that women are spendthrifts. In all areas of buying, women are reported as being shrewd and discerning, on the lookout for a bargain, and quite demanding about quality.

Today's women seem to feel a heightened need for economic security. The changes and threats of great wars, the desire for protection against depression, spending the full measure of income, and other stresses of modern life create a need for security—make women look for a way to secure their future. This desire for future economic security is reflected in the increasingly larger share of the average American's salary going for life insurance.

It is also seen in the attitudes toward security of young men and women in America today. In a 1955 teen-age study by *This Week Magazine* and the Gilbert Youth Research Company entitled "The Teenagers Speak Out," a large majority of boys and girls said they desired positions which would give them financial stability though few wanted to be rich. Two out of three preferred low-paying jobs with security to high-paying jobs involving risks. In 1922, J. B. Miner reported in an article, "An Aid to the Analysis of Vocational Interests," appearing in the *Journal of Educational Research*, tests indicating teen-age boys of that day held the opposite view—would risk danger and security for high pay. The present need for financial security is not an actual need for money—as in depression years—so much as a state of mind, a feeling of unrest.

In a 1956 survey by the University of Michigan's Survey Research

Center for the United States Treasury Department, most of the 1,700 adults interviewed put a high value on saving. Fifty-one per cent felt that they had saved something in the past year as compared to only 43 per cent believing they had saved in a similar 1952 survey. Their reasons for saving had a positive emphasis—one-half of the families were saving *for* some goal, one-fourth *against* emergencies, and the remaining one-fourth for both reasons. Women put slightly more emphasis than men on saving for emergencies and on saving to buy durable goods.

Yet many find it hard to save or are pessimistic about their prosperity, worry that the well-being may easily slip away from them. Many individual families are in debt or have contracted their incomes for months to come. This naturally creates a fear of not being able to meet these obligations. Some women are afraid the family income has been stretched almost to the breaking point—that emergencies couldn't be handled.

The desire for economic security has not put a special emphasis on economy. Thrift in buying is not a major concern. Though there are still many who economize from necessity and many who get a sense of satisfaction from the small economies, luxury and high-priced items have an ever-increasing mass market.

Greater desire for economic security and less economical behavior are not necessarily inconsistent. The lessening emphasis on thrift has come as a result of increasing prosperity and the partial disappearance of the moral connotation of thrift.

At the same time, a great deal of uncertainty has brought desire for future security. Most women feel it is possible to have both luxury and financial security, and often luxury adds to their feeling of economic well-being.

So, in selling to women, appeals to security are stronger than ever. The appeal to social approval is especially strong, though economic security is also important. Physical safety in products and services is taken for granted, so it usually is better as a secondary selling point rather than a primary appeal. Only in special cases—such as transportation—is safety a top attention-getter. However, in using these appeals, they should not only be suited to the product but also related to the way in which women satisfy the need to be secure.

WOMEN FEEL A STRONG NEED FOR SOCIAL CONTACT AND ESTEEM FROM OTHERS

Due to the overlapping of terms, it is necessary to define the meaning of these appeals as they are used here. Sociability or the desire for contact with people will refer to the need to be with others. Social esteem will mean the desire to stand out above the crowd as distinguished from a need for dominance, power over others, or approval from others.

Women feel a greater need for social contact with others than most men. Many psychological tests have shown that women have a strong desire to socialize, that being with people is important to their happiness, that their strong sense of social values reflects a love of people, and that they prefer dealing with people rather than things. Studies have also shown that women dream more about people, talk more about people, spend more time with and know more about their friends than the average male.

Women also generally show better social adjustment than men. Studies of school children have indicated that girls usually make better grades and get along better with their teachers than boys do. In a test based on the Minnesota Personality Scale of 1,083 men and 888 women college freshmen, the women showed far better relations with their families. A survey of psychological literature on sex differences over a twenty-year period in *The Journal of Psychology* by Winifred B. Johnson and Lewis M. Terman strongly pointed up greater social interest and conforming behavior in girls than in boys.

Despite women's greater desire to be social and their better adjustment, they generally do not *behave* as socially as men. On psychological tests men consistently show themselves as more gregarious and outgoing than women. Girls have a wider social range in their early years which they lose to boys during adolescence. Lack of self-confidence and cultural influences often keep women from making as many contacts as men. Restriction of women's freedom, especially in adolescence, undoubtedly plays a large part in limiting their opportunities for socializing.

The desire for social esteem is probably greater in women than in men because of women's desire to be with people and be included by others. Lunger and Page's tests on the "Worries of College Freshmen"

showed girls worry much more often than boys about being socially popular. In *Differential Psychology*, Anastasi and Foley reported studies showing that "girls are more frequently angered by situations affecting their social prestige." In daily living, women usually evidence more concern than men with making a good impression on others, improving their personalities, appearance, and manners.

In general, women will seek social prestige through their own appearance and the appearances of their homes and families, as well as in the selection of their friends and activities. Women want esteem in and from their main areas of concern—home, family, community. Men naturally seek prestige through their areas of interest—business, sports, and so on.

Present-day life seems to be increasing women's desire for sociability. Women's opportunities to be with others are in many cases very much limited, even though they are out of the home more. Many women spend most of the day at home alone, with no one to talk to—for households are small and compact. Large stores make shopping trips more impersonal. A busy, hurried life leaves less time for visiting and chatting with friends. Counteracting this state of affairs to some degree is the neighborliness of many suburbs and of smaller towns and the convenience of the telephone. But on the whole, few women have as much social contact as they would like.

The society in which a woman lives decides what things will give her prestige and social esteem. In America, material possessions and occupation often vitally affect women's standing in the eyes of others. The job of housewife in recent years has not carried high prestige—though being married does. Neither is working a sure-fire way for women to gain praise. So, many women have a deep need to build the prestige of the job they are doing—whether it is in home or at an outside job—and thus to gain higher social esteem. This desire is quite obviously different from the one for position in a society world—which was quite strong in the past. Today esteem stems from and is desired in a job or activities more than in a strictly social sense.

A prosperous economy and less austerity in thinking have meant that the quality as well as the amount of material goods owned is important to women's position. The make of automobile, the size of a house, the fabric or fur of a coat can help establish the identity and economic position of a woman.

Selling appeals designed to satisfy women's desire for sociability

promise high interest and favorable results. The social situation and involvement of other people are good parts of every selling approach. Just pictures of people visiting together offer sociability. Though an approach is more effective if it helps women toward social participation by overcoming their lack of self-confidence. For example, laborsaving devices can often make a more effective appeal to women by promising them extra *time* for socializing than in promising to save elbow grease.

As is well known, the product or service offering women ways of satisfying their desire for social esteem gets a head start with women. Of course, this does not just involve a selling appeal based on enhancing women's prestige, but begins with giving a "quality" look or a prestige value to the product or service itself. What women think of the product, or feel when they look at it, is of primary importance. Cadillac is probably the most famous example of a product enhanced due to the social value people attribute to it.

Prestige and quality can be added to a product or service in many ways. What other people think of it, who else uses it, where it might be used, what using it means—all of these add to its status in women's minds. Quality can be given to an item by its package or the place it is presented, the way it's "served up," the atmosphere around it, the little details of the item. Meat simply looks better in cellophane than in brown paper, beer seems more attractive in a stein or fancy glass than in a plain one, perfume seems more expensive with an elaborate atomizer than just in a bottle, a ring seems more valuable on a velvet cushion than in a paper box. All products gain quality and prestige from the way they're designed and presented, from the people and things they are associated with.

THE NEED FOR SELF-ESTEEM IS A POWERFUL FORCE IN EVERY ASPECT OF WOMEN'S LIVES

The desire for self-esteem, as used here, is to think well of oneself—to feel individuality, to have dignity and the confidence of "being somebody." It differs from social esteem in that it is a private opinion of oneself rather than society's opinion. But it is closely related, for people's opinions of themselves are often partially based on what others think of them and the value of their activities in the eyes of society. Psychologists find the desire for self-esteem plays

a large part in many actions. It is sometimes the basic reason for giving to or helping with charity, or painting a picture, or baking a cake, or bypassing a pleasure.

Self-esteem is a powerful drive in both men and women, for its realization serves as emotional security. But the desire to think well of oneself is very likely even stronger in women than in men. Most women feel greater dependence, less self-confidence, and greater need for reassurance than the average man. This relative lack of self-esteem makes for a stronger need. Also, women's inward turn of mind keeps them constantly aware of themselves and their thoughts. So women are inclined to be aware of, put more emphasis on, their self-esteem.

Many present-day circumstances logically tend to strengthen women's desire to achieve a sense of self-esteem for it is increasingly difficult to assert their individuality. With mass production, tremendous apartment developments, row houses, supermarkets, block-long and sky-high department stores, gigantic corporations and factories, less personalized service everywhere, women are likely to feel lost in the crowd. Often they are not recognized as individuals and few circumstances add to their feeling of confidence and "being somebody."

The relative lack of acknowledgment and praise for the jobs they do in the home adds to women's need for building their self-confidence and dignity. Working women as well as homemakers feel the desire for self-esteem very deeply—though for different reasons. Working women are often criticized by others for neglect of home and family—so they want to rid themselves of guilty feelings, feel right in going to work.

Women seek to satisfy their high need for self-esteem and dignity in many and varied ways. While today's life makes their need for individuality greater, it also gives them wider opportunity for satisfaction due to new areas opened up to women and greater leisure time. The building of self-esteem is largely a personal matter with women. Doing anything well gives a sense of personal satisfaction. The trend toward do-it-yourself projects reflects this feeling. Generally women satisfy the desire for self-esteem indirectly by making their homemaking job seem more important and thus gaining praise from others. Some may find satisfaction in sewing curtains; others in typing well, gardening, organizing committee work, or knitting; and

still others in swimming, socializing, helping at the hospital, and so on.

Women's desire for self-esteem is so important that it can well be a part of every selling appeal—not necessarily as a primary point but included in some way as a secondary item. The effectiveness of the satisfaction of self-esteem can be seen in the success of the "$64,000 Question" on television. Money is an important element of the popularity of this show, but not the whole story. Through this program, individuals from all walks of life are able to stand head and shoulders above the crowd, be respected for their own worth and knowledge. In this way their own self-esteem is built tremendously. And because the audience quickly identifies itself with the people appearing on the program, it shares an important ego-building experience.

Conversely, women won't react to products and services which take away their individuality and sense of achievement. This is the difficulty of selling items by saying that they are so easy they make themselves or do the whole job. The Campbell Soup Company offset this feeling with their ideas of mixing two kinds of soup and adding extra ingredients to soups. Thus as women contribute, their self-image improves.

Almost every product and service potentially has the ability to add to women's feeling of individuality and dignity, to make them feel they have personally succeeded, to give them personal satisfaction. These 1956 advertising headlines show the wide variety of products this appeal can apply to: "Why some voices carry more weight than others" for *The Saturday Evening Post*—"She *deserves* to eat out" for Chase & Sanborn coffee—"Everybody who is anybody loves Barwick carpets" for E. T. Barwick Mills—"Clothes that lead the life you love . . ." for Peck and Peck—and "So much a part of your active life" for Tampax.

WOMEN FEEL A GREAT DESIRE FOR ROMANTIC LOVE

The words "love" and "sex," as used here, will not have the broad meanings given them by Freud who included in the definitions self-love, maternal love, and all relations with other individuals of either sex. Here these words will signify the desire to attract and love the opposite sex. Whether the sex need is biologically based or is a learned desire in human beings is disputed by scientists. But it is

known that sex has a wide variety of expressions and meanings from culture to culture.

Thanks to the report on *Sexual Behavior in the Human Female* by Dr. Kinsey and his associates, many facts are known about the sexual drives in today's American women. Their studies confirmed certain beliefs about sex differences in the need for love and also brought forth some new facts about differences in satisfaction and emotional behavior.

Whether the sexual drive is stronger in one sex than in another is difficult to say. But it has been found that sexual desire is strong at different ages in men and women. Men reach the peak of their sexual maturity in their late teens or early twenties and begin a slow gradual decline so they are past their prime by their late forties. Women do not reach their fullest sexual maturity until their late twenties or early thirties, but stay at a level plateau that lasts into their late fifties or sixties. Women's later maturity is believed by many to be partially the result of cultural factors—such as girls having less freedom and more learned inhibitions than boys. Also, the sexual drive in women seems to have cycles. At certain times of the month it is stronger than at others.

More important are differences in the satisfaction of the sexual need. The sex drive in men seems to be concentrated and specific. In women, sex does not play an independent role but is part of a whole relationship and tied up with a deep emotional interest in the other person. Women seem to want love and tenderness in relations with the opposite sex more than specific physical contact. In a 1954 essay appearing in *An Analysis of the Kinsey Reports on Sexual Behavior in the Human Male and Female*, Dorothy Dunbar Bromley, writer and commentator on women, summed up the difference in men's and women's attitudes toward sex by saying, "men are more often concerned, sometimes consumed, with thoughts of overt sexual activity, women with thoughts of love."

The emotional, romantic, and tender meaning of sex to women is borne out by the fact that they do not respond as readily to psychological stimuli as men. Women's major sources of arousal and satisfaction are the tenderness and preliminaries of love-making. Men are noted for their pin-up picture collections while women rarely have such a hobby. The word "sex" itself has little stimulating value to women though it often has to men. And many sources indicate that

men marry primarily for sex while women marry for affection and children. Dr. Kinsey found, however, that many women were stimulated by romantic movies and books.

Both social taboos on sexual behavior and emphasis on sex attractiveness and abilities have made this drive take on a great deal of importance in the lives of today's women. The repression of sexual behavior makes it seem more attractive and necessary. Children are raised in a manner which makes sexual behavior strictly taboo. In adolescence, boys and girls pair off and "go steady." They are acting out a pattern of the sexes, but actually it has a great deal more to do with social acceptance than love. This pairing off is an unnatural relationship for sexual behavior is strictly frowned upon.

The strict Victorian moral code is still around in some ways despite the social and sexual emancipation of the 1920s—especially as a code of behavior for adolescent girls and single women. Most American girls are told less about sex and allowed less freedom than American boys. In a 1956 *Ladies' Home Journal* article, "What Wives Don't Know About Sex," Dr. Abraham Stone found most girls still had the idea sex is "not nice:" ". . . [there is] a general feeling which still prevails in spite of our modern sophistication, that sex is somehow 'not nice,' an attitude that has been trained into most girls from an early age. Take the average girl twenty or twenty-one years of age. She probably has obtained very little sex information from her parents, and if she did, it was most likely evasive and inaccurate. She is usually imbued from childhood with the idea that sex is an animal instinct, that though it may serve as a satisfaction of the 'flesh' a nice girl really doesn't want it and shouldn't enjoy it."

While sexual behavior has been suppressed in one corner, there has been a great deal of emphasis on sex in the other. With the popularization of psychology came a trend toward frank open talk about sex. World War II contributed to the lessening of strict moral standards. Once the idea became common that women as well as men might enjoy sex, there came a corresponding view that women should be successful in their sex lives—a notion in conflict with the guilty feelings created by the Victorian taboos.

Sexual attractiveness has also been closely linked with youth in American society. Modern entertainment often stresses romantic and sexual themes, and the women involved are almost invariably extremely youthful and extremely beautiful. The young, youthful, and

lithe figure is desired by men and emulated by women. And medicine, beauty preparations, laborsaving devices, and the like have enabled American women to keep their youthful looks and figures into middle life.

The stressing of sex enjoyment and lasting, youthful beauty for women have made these traits the criteria for their femininity. Just as men must be successful in competition to prove their masculinity, women must be successful in sex to prove their femininity—that is, successful in attracting and *keeping* a man.

In selling to women, the emphasis on sex today means that sex is a powerful appeal. Women are most interested in products and services which promise to foster romance and offer to make them more beautiful and youthful. They want beauty preparations, clothes, and the like in order to make themselves sexually attractive. However, the appeal of romance is more effective with younger women than with women in later life.

Women's basic ideas toward sex vitally affect the way in which this appeal is best made. Whenever sex is used as a theme, it involves a matter of taste, so it is far better to stick to romance. Women are more interested in romance than sex—they even react negatively to the idea of sex without emotion. Ideas, photographs, words that are romantic rather than "sexy" or overly passionate are much more apt to gain response and attention from women. In *Advertising Age*, 1956, James V. O'Gara discussed the attitude of Peter Pan Foundations, which used fully clothed models in advertising, toward the necessity of modesty: ". . . Henry Plehn, Peter Pan president, thinks the cautious cheesecake aspect of the run of bra-and-girdle ads riles most American girls. The immodesty of the ads, he says, tends to cancel out any selling impact generated by the copy. The way to sell bras and girdles, he says, is by 'modest indirection.' "

Women like romance and emotional fantasy—usually of a youthful, idealized nature rather than a more mature love. But a fantasy has to be comparatively realistic and connected to their lives and homes before women will identify themselves with it. Television programs are a good case in point. Not one of the leading programs has an essentially "sexy" theme. If there is sex, it is of the romantic type and usually within the home. This is also true of most of the top daytime radio programs.

Probably the most effective method of selling women through this appeal is to create an atmosphere of romance—a feeling of happiness in companionship. Re-create the emotions of being loved or being in love and almost every woman will identify herself. Show her how a product will enable her to have these wanted feelings. Revlon has been quite successful in creating this feeling of loving or being loved in their advertising.

MATERNAL LOVE IS STRONG AND INTENSE, BUT ENLIGHTENED

Maternal behavior in women is so well established and understood that it needs little definition and discussion. It means the desire to care for, love, and sympathize with one's own children—a concern which often spreads to other individuals and to the rest of humanity.

The desire to care for and "mother" people is a womanly one in both strength and satisfaction. While many men exhibit paternal behavior, it is not directly comparable to nor as strong as the mother instinct. When the maternal drive is scientifically discussed, controversy often centers on whether or not motherliness is biologically based—but the pros and cons of this disagreement have little or no importance for purposes here.

Physically, women are dominated by their reproductive system and from an early age they are aware of their basic childbearing function. Culturally, women have most often cared for children, tended the sick, and been sympathetic with the unfortunate. They show a decided inclination to mother those they come in contact with. They are quick to leap to the defense of their own children. And women who mistreat and abandon their children are few and far between.

In the United States today, women appear to have a strong and intense maternal drive—perhaps more so than a generation ago. Their maternal interest is reflected in the great number of babies born in the decade between 1946 and 1956—despite the growing acceptance of birth control. Family size is increasing—the one-child family of the 1930s and 1940s is becoming less frequent. Also with this increase in family size has come an increased interest in thinking and doing things as a family; more activities are revolving around the children.

There are signs that the maternal behavior of today's women is

more *enlightened*, even though intense. Many of the overbearing qualities commonly attributed to American mothers and mothers-in-law are disappearing. This is in large part due to great psychological knowledge and also to having more outside interests. Women are conscious of their children's need to be individuals. They want to help their children achieve independence rather than make children into carbon copies of themselves or design children to be the comfort of their old age.

Anyone who watches a woman today with her child will see this new attitude. On the playground she helps him up the steps to the slide until he can make it himself—rather than keeping him away from the slide entirely. She lets him try to tie his own shoe laces—instead of insisting on doing it herself. She sends him to nursery school at three or four years of age—rather than sheltering him at home.

In selling to women, the material approach is certainly one that most women—grandmothers, aunts, godmothers, and friends of the family as well as mothers—identify with and have an interest in. Yesterday the maternal appeal would have been most successful if it had carried a tone of dependency—had showed how mothers could build the maternal relationship with the child. Today the appeal is more successful when it carries a tone of equality and friendliness between mother and child—points the way toward developing the child while being a "pal"—offers to help the child without taking him over. This idea was indirectly contained in the theme of a Macy's advertisement for Gro-Shoes which appeared in *The New York Times*, March 15, 1957: "Confidence when your baby tries on her first pair of real shoes . . . Confidence when your daughter selects her own shoes for Easter."

ENJOYMENT AND CONVENIENCE ARE FORCEFUL DESIRES TODAY

The desire for enjoyment and the desire for convenience are so closely related they cannot be satisfactorily separated. People desire convenience so they can enjoy more things. Actually the term "enjoyment" can cover a great many other things for it is indirectly the basis of almost all other needs and actions. People seek pleasure and avoid pain. But here it will be used as a simple desire including the satisfactions of play, comfort, and luxury.

The strength of the desire for enjoyment in men and women seems

to be the same, though to date it has not been scientifically measured. But there are undoubtedly sex differences in satisfaction. This is natural since enjoyment is related to other needs which differ in strength between men and women. For instance—man's greater desire to achieve and woman's greater drive toward social approval. Also, enjoyment is dependent upon the specialized tastes and interests of men and women. Women's leisure and work are different from men's, and they determine the areas in which women will be seeking pleasure and convenience. Take as an example a full-page advertisement in 1956 by Burlington Industries, Inc., which appeared in *Life.* The color photograph showed a young woman sewing new school dresses for her twin daughters and the headline read, "Mom Has a Wonderful New Hobby." Not only has sewing changed from a necessity to a hobby, but it's obviously an area in which women more than men would seek to satisfy their desire for enjoyment.

A variety of factors, many of them especially having to do with women, have heightened the desire for enjoyment and convenience since World War II. First, there has been general prosperity with the income going to the great numbers of people rather than just the few. More people have extra spending power for luxuries, comforts, and pleasures beyond the necessities of life than ever before. Second, servants and extra relatives have all but disappeared from the home, so the housewife needs easy, ready-to-use products. Third, more women are working *and* keeping house, so they want time-savers and availability of goods at all hours. Fourth, the moral feeling that pleasure is sin is gradually fading. People feel free to spend their greater leisure in activities that bring fun and enjoyment and to buy things that make their work easier. Lastly, the opportunities for pleasure and enjoyment are so great that people want to get the necessities over with, the fast and easy way. With the automobile they can go to the movies and sports events, on vacations, and so on. When they are home, television, radio, and magazines attract them.

Women's search for luxury, comfort, ease, convenience has become so important that it has changed the basic needs of living. Food, clothing, and shelter are no longer matters of simple satisfaction but dependent upon specialized tastes. Mills Shepard put the effects of desire for enjoyment on other wants in these words in a talk before the Association of National Advertisers: "For years we have been told that the basic human wants are food, shelter, and so on. While this may be literally true . . . the majority of your potential cus-

tomers are far less worried about whether they are going to have a roof over their heads than about what kind of a roof. And they are less concerned about whether they are going to have enough food to sustain life, than about its kind, quality, variety."

The luxuries are becoming necessities for today's women. For instance, many women now consider a car vital to daily living and they are partially responsible for the addition of second cars in millions of families. The desire for play has been rising. According to government figures the amount spent on recreation rose from 3.8 billion dollars in 1946 to 13 billion dollars in 1955—and a great deal of this went for activity centered around the home and family.

Women are demanding "luxury" products to help in their everyday duties. For *Advertising Agency Magazine* in 1955, Edward Buxton listed his view of "America's Ten Hottest Products," and six of them primarily offered ease and convenience to women. These six were: packaged mixes, the "instants," frozen foods, processed meats, appliances, and detergent laundry products.

Pleasure and convenience now rank high, perhaps first, among the wants of women. In *Two Keys to Modern Marketing*, 1955, Charles G. Mortimer stated there has been "formed a fourth essential to American life: food, clothing, shelter—and convenience." He said that convenience is the new key to success in the highly competitive market today.

In 1956 and 1957 happiness and ease were frequently used as direct sales appeals in advertisements: "5-Minute Cream Sauce that won't lump—it takes half the time of old-style cream sauces" (Hellman's Mayonnaise); "Richest, longest lasting lustre you've ever seen on furniture without rubbing" (Johnson's Pride); "Don't miss the *fun* of smoking—Mildness is a *pleasure* with Pall Mall!"; "New! Richard Hudnut Frees Women from Half their Waving Work!"; "Now! A life of her own thanks to (Edison) Voicewriter"; "*Get through* those dishes fast!" (Lux Liquid Detergent). And, of course, they are used even more often as indirect or secondary appeals. This is purposeful because some women feel slightly guilty about having too many conveniences and enjoying too much pleasure.

More and more, women's desire for enjoyment and convenience is taken into account in designing and marketing products as well as in setting selling appeals. The conveniences and pluses built in at the beginning help tremendously in the sale. An outstanding case in

point is the success of Klotz saltines, reported by David Markstein in *Sales Management*, February 15, 1955. Within six months, Klotz Cracker Factory, Ltd., New Orleans, doubled their sales with the single change of wrapping units of crackers within the box in cellophane. Kraft Foods also offered the convenience of form and freshness with "reconstituted" orange juice in cartons ready to use and with guaranteed uniform "peak of the season flavor in every quart."

Some products offer convenience pluses by doing away with or combining steps in a certain job. Bendix capitalized on this idea when they combined their automatic clothes washer and automatic dryer in a single unit. Also, Oxydol detergent with bleach made the extra step of putting bleach in the wash water unnecessary. Some products are able to provide extra enjoyment in more than one way. Fitted sheets, for example, give comfort in sleeping and ease in making the bed.

While convenience is a powerful want, it has certain pitfalls. Women are becoming so used to convenience in products that they often merely accept product improvements as a natural thing. A new convenient package or an easier way to use a product may make little impression on women—for they expect these things. So, while improvements giving convenience should be pointed out to women, they often are not the best *major* selling point. Also, women often are not willing to sacrifice other elements—like flavor or quality or style—in order to have convenience. Instant coffee is a rare exception—but the convenience was tremendous and the cost less. Finally, as noted, women shy away from a product that claims to operate all by itself—because they don't believe it and it leaves no room for self-participation.

WOMEN FEEL A STRONG DESIRE FOR NEWNESS AND VARIETY

The desire for newness and variety means the seeking of change, diversion, and different experiences. It includes acquiring new things, accepting change, curiosity, and so on. Even infants soon begin investigating their surroundings and children are delighted with each new thing they see. In all cultures, the desire for newness and change has been a valuable asset in gaining basic needs, progressing materially and mentally. Dissatisfaction with the existing situation makes for progress—and this process has been heightened in America.

The strength of the drive for newness and need of variety seems different in men and women. Women show a decided adaptability to change and seek out variety, especially in their daily lives—much more than men. Women adjust better to new situations—particularly those beyond their control. For all through life they have been taught to adapt themselves to others. In a 1956 study of the basic needs of life, Art Koponen in conjunction with the J. Walter Thompson Company questioned 9,000 adult men and women. The women were significantly higher in their need for variety, their desire for new and different things than the men.

The areas in which men and women look for change and variety naturally differ. Women are personal, concerned with the details of their daily lives—so seek newness in the things close to them. Women like changing styles of clothes, meeting new people, having a variety of items to choose from, buying a better washing powder, finding a new dressmaker, trying a new hair style, sending the children to a different school, and so on down the line. In contrast, most men like the *status quo* in their daily lives—"Why change things when they're fine the way they are?"

On the other hand, men want variety and newness in other areas. They like to travel, explore, find out what's around the corner, and know about foreign lands—though many men are more interested in reading and thinking about these things than actually doing them. They want to appear cosmopolitan. In general, women do not show this inquisitiveness about things not closely related to home.

American women as contrasted to many women in other cultures show a strong desire for newness and change. The settlers of America came seeking change and adapted readily to their new environment. The dissatisfaction they brought with them led to tremendous progress in a relatively short time. The personal and economic freedom basic in the American system of government continued to foster this desire for newness and variety.

American women retain this desire for variety and change more than men—possibly because of a time element. They have more time to be dissatisfied with things as they are, to work for improvement. Women have more time to read magazines and advertisements, to look around the stores. They are constantly seeing new things which make them dissatisfied with the old—and they have the time to be concerned with it.

Today's women have more opportunity to express their desire for change and trying out new things than ever before. Transportation is highly developed, prosperity is high, and time is more plentiful. Women can seek out and see new places and people with relative ease. They also have ample opportunity for newness in daily living. Scientific developments and mass production and distribution give women the latest fashions, better appliances, more colors, new conveniences, and infinite variety in shapes and kinds. Entirely new concepts such as television, disposable paper products, frozen foods, and miracle fabrics have appeared, been accepted, and subsequently changed the whole way of living.

Improvements and changes have been rapid and miraculous due in part to the knowledge that women will readily accept the new. The power of the desire for betterment has been strikingly shown in the food market in the last decade. According to a basic economic theory, Engel's Law, the higher the income goes, the smaller will be the percentage spent for food. Yet in the postwar years the consumer income went up, and the percentage of income spent for food *also* rose. This breaking of Engel's Law has been due to the desire of the consumer for new types of food: more expensive foods and foods more convenient to keep and serve.

In selling to women, newness and variety rate among the top appeals. Just the use of the word "new" itself has tremendous drawing power with women. Any product or service which offers real betterment has something special which today's women want.

WOMEN'S AMBITIONS FOR ACHIEVEMENT HAVE CERTAIN LIMITS

The need for achievement and accomplishment, as it will be used here, means the desire to build, to construct, to create, to invent—independent of other motives. Approval, prestige, self-esteem, and money certainly play a part in many achievements, but for the moment only the need to accomplish itself will be considered.

By this definition, it seems evident that most women do not have as strong a need to achieve and accomplish as men do. Men create in one way—by changing the face of the earth. In Western society this is defined as achievement. Women create in another way—by having children. This is not considered as achievement or accomplishment in the same sense, but is merely thought of as a natural

process—though a very wonderful one. When women do make major creative achievements outside of having babies, their greatest contributions are usually in fields concerning people and their needs. Summing up women's relative lack of need for accomplishment, in an essay, "One Aspect of Male and Female," Margaret Mead said: "You have to prod a woman a great deal harder to make her discontented enough to do something. After all a woman is reasonably contented to *be*, to wait in the knowledge that later she will probably have a baby. Having a baby is quite a complete achievement."

Biological aspects obviously contribute to women's lesser desire to achieve, though they are only a part of the story. Women's bodies are made for having babies and women become conscious of this fact as they grow toward adulthood. Men, on the other hand, have greater strength and a faster metabolism which pushes them toward activity.

The fact that men more often achieve eminence than women has already been discussed. It was found that intelligence played little part in the sex difference in achievement. Cultural factors barring women from equal education and opportunity in various fields have greatly contributed to the difference in the past. But one of the major reasons is that women simply do not have as great a desire for accomplishment.

The few psychological tests and observations on behavior and personality which relate to desire for achievement find the drive significantly stronger in men than women. To cite a few examples: The study of 5,000 students, 6th grade through college, made by S. C. Pressey and F. P. Robinson found the male students much more concerned with their ability to achieve than the girls were. In his article on vocational interests, J. B. Miner reported that boys preferred work involving a great deal of responsibility while girls liked jobs that did not require so much of them. Ashley-Montagu concluded in *The Natural Superiority of Women* that women do not achieve as much as men because they rarely become entirely possessed by a job or goal. Their work is usually secondary to their home and women do not have the capacity for forgetting about it when they are at work.

Western society on the whole has pushed women toward working in the home rather than in areas which might offer them wider achievement. America recently, however, has given women better education, opportunity, and a degree of approval in working at other

jobs. But, in general, despite fifty years of increasing freedom, most women have a desire to fulfill their lives within the home—rather than create and achieve in outside areas. Even though more women are working today, they do not generally show the strong drive toward success of the career women of the 1930s and 1940s who were pioneering woman's way.

Women are seeking their satisfactions largely within the home and community. The emphasis on family living and psychological methods of raising children have made home more challenging for some. However, these concepts have not necessarily relieved all of the boredom and tedium of homemaking.

The conclusion is that women do not have as great a desire for accomplishment as men and that this drive is weaker in today's women than in the women of a generation ago. So, an appeal based on the desire for achievement will probably not fare as well as many other selling appeals to women. Serious career women usually form an exception to this general rule—but they are not a large group. When achievement is used as a primary or secondary appeal, it will be more effective if it includes achievement within the home or the possibility of achievement without neglecting the home.

WOMEN HAVE LITTLE NEED FOR DOMINANCE AND SHY AWAY FROM DIRECT COMPETITION

The definition of dominance for purposes here will include seeking of power, acts of aggressiveness and competitiveness, and the emotion of anger. In this sense, there is clear-cut evidence that woman's desire to dominate is not nearly so strong as man's. Whether the relative strength of this need is inborn in the sexes or not, in all ages there has been widespread dominance by the male. Man's work has been competitive as compared to woman's and also has been considered more important.

The American economic system set up on the theory of free enterprise and business quite naturally increases the need for competition and aggression in everybody, men and women, as compared to, say, an agrarian society. Money and property have, by and large, become the symbols of power, so there is a great drive to acquire these things. Even though competition is strong in this country, women seem to feel this need to a lesser degree than men.

In fairly recent years, many psychologists have measured the comparative strength of the drive for dominance in men and women. They have consistently found men to be more aggressive, to become angry more often, to have a greater desire for power, and to show more competitive behavior than women do. Even though women feel a rivalry with one another, they seldom engage in direct and open competition or behave aggressively. The following tests are samples of the various attitudes and behavior traits which have been measured.

A study by L. A. Hattwick into the "Sex Differences in Behavior of Nursery School Children," published in *Child Development*, indicated girls show far less anger and aggression than boys do. Boys more often grabbed things from other children, attacked others, refused to cooperate with others, and were much more active. Girls were shier and played less, often stayed near adults and sought praise.

Lewis M. Terman and Leona M. Tyler made a survey of "Psychological Sex Differences" recorded by editor Leonard Carmichael's *Manual of Child Psychology*. They found boys exceed girls in all types of aggressive behavior except verbal bossing.

In a consideration of "Student's Adjustment in Anger," in the *Journal of Social Psychology*, H. Meltzer found that men and women often had different reasons for becoming angry. Two-thirds of the anger reported by the women students was caused by people, while nearly one-half of the anger in men students was due to inanimate objects.

In a *Study of Values*, Gordon Allport and his associates measured various motives and interests of men and women. They found men scored much higher in political nature—the basic quality of which is power. Men also ranked higher than women in economic motives —which indicates an interest in surpassing other people.

J. B. Miner's investigation into occupational interests showed that girls preferred work which involved carrying out plans and following rather than directing. Boys, on the other hand, liked work which called for planning and giving directions.

There are many reasons why American women do not show as strong a desire to dominate as men. Among them undoubtedly are men's greater size and strength and a difference in hormones. It is also thought that men have a lower threshold of frustration than women. But also very important has been the high status of women. They

have not been greatly suppressed, so they have found little need for violent rebellion—the lone exception was the feminist movement. Women have been allowed to compete in many areas and many times have found they are not personally suited for it.

Another factor in most women's lack of strong desire for domination is the way women are taught to look at competition and success. Girls are encouraged in many instances by their parents to compete with and surpass others. But at the same time girls are warned not to be so successful that they will fail to get married—for marriage is the greatest success. When they fail in competition, the failure does not take away from their femininity—perhaps even makes them more feminine. However, if a boy can't compete successfully, it detracts greatly from others' opinion of his masculinity.

The position and status of today's women reflect this lack of desire for dominance, with two exceptions—their standing within the home and their importance in buying. Men are the leaders in business, industry, government, and science, and the women going into these fields show little evidence of a desire to take them over. In the home and in consumer buying, however, women are important today —though especially in young families there is a growing tendency toward being partners rather than one person making the decisions.

In selling to women, the appeal to dominate and win over competition is not likely to be as effective as it would be with men. The radio or television show about a hard-hitting businessman in a competitive field is unlikely to gain women's undivided attention—unless the story of the people around him or the woman behind him is told. The product which offers women dominance over their neighbors is not as likely to do the job as perhaps an appeal to approval or esteem from them.

FEMININE GUIDEPOST

In applying the needs and desires of today's women, it should be taken into account that women feel certain wants more strongly than others and satisfy most drives differently than men.

1. Women feel a strong desire for security—though emotional and social much more than economic or physical. When these appeals are used in selling, they should show an awareness of women's concern for the safety of others—women's need of approval in both home life and outside activities—and women's dependence on others for economic security.
2. Women feel a great need for sociability and social esteem, so these appeals should rank high in attention and results. Any product or service which can offer more contacts with people or greater prestige in the eyes of others has made a good start with women.
3. Contemporary living has heightened women's strong need for self-esteem and personal pride. All women feel this need so greatly that it can well serve as a part of every sales story—whether as a primary or secondary appeal. Almost every product and service has the potential ability of fulfilling this need through building women's dignity or adding prestige to family and household jobs.
4. The emphasis on romance and youth, plus the acceptance of "sex" today, makes selling appeals based on enhancing beauty and attracting the opposite sex rate high in responsiveness from women. However, these themes are more successful with women when carried out in a romantic, emotional way rather than in a passionate, "sexy" manner. The best method is to create a feeling of being loved or of loving, in a woman.
5. The maternal feeling is of great intensity and strength in women, though it is more enlightened, less demanding. Most women will respond to selling appeals that aid children in achieving independence and offer ways to make children self-sufficient—thus making women better mothers.

6. Women feel a great desire for enjoyment and convenience so these are top factors to consider in designing and marketing products for women. These desires cannot always be used directly as appeals, for many women feel guilty about having too many pleasures and comforts.
7. The desire for newness and variety is quite different in the sexes—with women being more receptive to change in their daily lives. Any product or service which can offer betterment through newness and change has a built-in appeal to women.
8. Women do not feel as strong a desire for achievement as men, or at least their idea of accomplishment is quite different from the male view. The appeal to achieve is therefore not likely to be as effective as many other appeals to women.
9. The need for domination, competition, and power is weaker in women than it is in men, so it is not usually among the highest selling appeals to women.

8

TODAY'S WOMEN'S NATURAL INTERESTS AND ENTHUSIASMS

> Woman's greatest interest is in her child; her greatest problem is her husband; her greatest desire is for her own development apart from her husband and child.
>
> NANCY HALE

Women's interests have been thoroughly and specifically measured by businesses and psychologists and researchers of all types. They have investigated what women read, what pictures they look at, what movies women like, what television and radio programs are most popular, what women talk about when they get together, what hobbies and activities they like, what their problems are, and what products and services interest them.

All of these studies add up to a set of natural interests for women

—revolving around home, family, and self. These interests are apparent from early childhood and continue through adulthood. Subjects relating to women's natural interests rate high in gaining the attention of the vast majority of women. Other things being equal, these natural interests attract more women than subjects in which they have only a developing interest or a fringe interest. And despite the similarities of education and living today, women's natural interests are usually different from men's. When common interests are found between the sexes, they are usually subjects which do not really excite or appeal to either sex.

Women's natural interests do not remain static—they change in form as needs and times change, as new ideas and products appear. Fifty years ago women were interested in how to hold their full-length dresses as they swept along the streets. Today women are interested in casual, comfortable clothes for country life.

What form are women's natural interests taking? How are interests broadening and changing? What are women's enthusiasms? Women's natural interests will be grouped into eight topics for the purpose of discussion: (1) Women have an absorbing interest in home and family relationships and activities; (2) top interest in food is related to practical problems and special emotional considerations; (3) home decorating is a high natural interest with creative satisfaction and social value; (4) women's interest in personal appearance is characterized by desires for realness and for immediate results; (5) their interest in clothes is highly emotional and personal; (6) to the natural interest in good physical health is added the concern of mental well-being; (7) individual spare-time interests reflect concern with their own personalities and the romantic; (8) women show a growing enthusiasm for color in every aspect of their lives.

Generally, there are certain basic principles in attracting and holding women's attention which apply in all areas of selling. First, women's natural interests are limited and personal as compared to men's. Men are interested in a wide variety of subjects and objects while women's natural interests are fewer, closer to them, revolve more around people. For instance, women prefer pictures of people while men are more attracted by objects or pictures related to events. Women read slightly more about human behavior and interesting personalities than men do. Conversations among women are predominantly personal and center around people and people's feelings.

Personalities such as Arthur Godfrey and Art Linkletter rate high in television and radio audience studies for getting and holding women's attention.

The second principle is that women are attracted by realistic situations and familiar objects—though this is often not the case with men. For example, an analysis by Daniel Starch of ninety public relations advertisements found that the use of everyday products in photographs tended to be associated with low readership by men, but high readership by women. Women also showed a definite interest in stories about familiar products, while men were more interested in the "news behind the news." Women's interest in the familiar is also substantiated by The Advertising Research Foundation study of 138 newspapers published in 1951. The four news stories scoring highest with women were about local happenings. Only one of the top four stories chosen by the men concerned local incidents.

Third, women's natural enthusiasms are only a starting point in getting and keeping attention. These things do not substitute for appeals but are a way of presenting appeals. Interests are more specific than attitudes—point up the things women like to see and do and spend their time on. Natural interests offer the best way to open the conversation with women, serve as the first step in inducing them to buy.

TODAY'S WOMEN HAVE AN ABSORBING INTEREST IN HOME AND FAMILY RELATIONSHIPS AND ACTIVITIES

American women have traditionally taken pride in their homes. The home has always been the center of the womanly world and women have valued themselves as able home managers. They have spent lifetimes at homemaking, have had fun doing it, and have done it well. Women's great emotional involvement in homemaking, yet practical attitude toward it, was described by Esther Eberstadt Brooke in a 1955 essay on "Women in Business and Management": "From civilization's earliest days, woman has been essentially domestic. At heart is a homemaker with an unquenchable love of home and a deep pride in making the best of her surroundings. The average woman is an efficient housekeeper, always on the alert for more effective

means to expedite her work, save time and effort, get the most for her money."

Women's concern and enthusiasm for home and family living and relations usually begin when they are young and last through their mature life, no matter what other jobs they may be performing. Analyses of the activities of young children find that girls like to play house, going to the store, and all the things that their mothers do. In adolescence, girls indicate great interest in relations within the family. Studies into adolescent reading habits also show that girls like to read stories of home and spend a good deal of time on the women's pages of newspapers.

Investigations into adult interests also confirm women's absorbing interest in home life and relations. "Home" is one of the most frequent topics of conversation with and among women. Advertising studies into picture interests find domestic and family situations are given top attention. Women show high interest in novels and short stories related to homemaking, family relationships, and married life. A great deal of the magazine fiction and advertising which receives women's attention has romantic or love themes, centering around home and marriage.

Women's interest in their families is greater than ever today. This interest is partially a result of the present psychological emphasis on understanding children's feelings and thoughts. Then, too, the cultural emphasis on being married and also having a *successful* married life creates renewed interest. Magazines consistently carry articles on caring for children, understanding children, developing family activities, understanding husbands, having a happier married life. These articles both reflect women's interest and serve to heighten their concern over relations within the family. Women's family interest has also been strengthened by the rise in family living—the idea of doing and buying and thinking as a family unit.

So the happenings within the family and their relations to members of the family are of primary interest to most women. A motivation study of *Women and Advertising* prepared by Social Research, Inc., for *Good Housekeeping* found the all-absorbing interest in home particularly true of women in the middle-income and social groups: "The center of this world is her home—the actual apartment, bungalow or house which makes up the family's domain. The

most important things to her are the things which go on within these walls—even the members of her family are judged most importantly in terms of how they behave when they are inside the home. The things which happen to them in the outside world are evaluated very largely in terms of their impact back in the home—if the husband loses his job, the middle majority housewife is not so likely to be concerned with what this means in terms of his friendships, his contact with other men, as she is concerned with the effect which it will have upon the household and the home."

Women's great attention to family living and relations importantly affects four other areas—houses, do-it-yourself, recreation, and entertainment. First, more families are becoming home owners and taking pride in their homes. In *The Changing American Market*, the Editors of *Fortune* said: "Because houses are becoming so attractive, people are bestowing on them something of the pride and interest they have long lavished on autos. A house is not only Home Sweet Home, it is something to look at, read about, talk about, fix up, improve, and even to stay in." Interest in home building, repairing, improvement, decorating, is extremely high. More actual living is done at home so women are interested in items which make their homes comfortable, in improvement ideas, in how their homes measure up.

Secondly, do-it-yourself interest is strong. More families are doing the repair work themselves. They are painting and redoing and refinishing homes themselves—as a team. For instance, according to an April, 1955, *American Home Reader Consumer Panel*, 96.7 per cent of panel families reported do-it-yourself projects the year before. And 88.1 per cent of these jobs were joint projects by husband and wife. These projects were undertaken both to save money and as a hobby. A survey by the National Paint, Varnish & Lacquer Association of about 3,700 people found interior painting was often a family project. The painting was done by women in 25.6 per cent of the cases, by men in 32.2 per cent, by both in 13.3 per cent—while outside help was used in the remaining 28.9 per cent instances. There is also research which indicates that many do-it-yourself projects are initiated by women. They see the need and get male members of the family interested in helping them.

Thirdly, there is interest in family recreation as contrasted to individual activities—families are having picnics together, taking trips together, playing together. Families with children are keying

their activities to include things the children like to do. Having fun as a family unit has spread all across the nation. In an extensive look at the spare-time market in 1956 entitled "More Time to Consume," *Tide* magazine found farm recreation centering around family activities, Florida families swimming and boating together, Midwesterners planning vacation trips for the whole family rather than just fishing trips for father, Texas families taking week-end camping trips in their station wagons. This trend is reflected in women's increased attention to recreational and play products for their children and homes—toys are tops, barbecues are booming, and recreational rooms are on the rise.

Lastly, the increased interest in the family means more and more entertaining at home. The greatest amount of social activity in recent years has centered on the home with entertaining becoming more informal. Just visiting, sitting around talking, entertaining at buffet suppers, watching television with friends, having outdoor barbecues which include the children, are among today's most popular social activities. A study of wage earner families by Macfadden Publications, April, 1955, found home the center of social activities. Many families reported more home entertaining than even two years previously. The reasons given for increased home entertaining were "more time now," "more money," "more room," "having nicer things," and "having more interest in the social side of life."

Home as the center of social life is not limited to women in wage earner families by any means. It is practically a way of life in the suburbs; indeed, families with children find home entertaining a necessity and all income groups find it satisfying. *Family Fortunes*, a series of articles from *The Wall Street Journal* in August, 1955, found families in widely varying income groups and circumstances spending their recreation time in similar ways. In describing recreation for a $78.91-a-week-income family, *The Wall Street Journal* reported: "Besides television, their major diversion is visiting friends and relatives, and outdoor cookery centered on the combination carport and patio."

The recreation of a $15,000-a-year family followed the same pattern: "Recreation costs for Mr. D's large family last year came to only $520. 'That's because we make a lot of our own entertainment,' he explains. 'We have barbecues in our back yard and lots of picnics at the beach, which is only 30 minutes away. We're invited to other

people's homes for parties about six times a year and we entertain about the same number of times ourselves.' "

Women's tremendous and growing preoccupation with family life and home relations means that they show extremely high interest in sales stories and products which relate to this part of their lives. Woman's role in the family, the welfare of her children, and her relationship to her husband are almost sure attention-getters with the majority of women. Houses and fixing them up, family recreation and entertainment are also good topics for attracting women. In a 1956 advertisement Devoe & Raynolds Co., Inc., capitalized on two of these aspects with the theme, "You get your painting done and have more time for vacation fun."

TOP INTEREST IN FOOD IS RELATED TO PRACTICAL PROBLEMS AND SPECIAL EMOTIONAL CONSIDERATIONS

Women have tremendous interest in their homes and homemaking, but not equal enthusiasm for all the tasks involved. The more creative and social the job to be done, the more enthusiastic women are about doing it.

On the creative side of homemaking, food ranks as the number one interest with women. Food is one of the main subjects women talk about among themselves. Cooking is the home job they report to interviewers they like best. Women like to see pictures of food, and to read recipes. Yet, this interest has only little to do with their own appetites.

A woman's interest in food is usually related to her interest in her family. Her job is to see that the family is healthy, happy, well-fed. Part of this is being sure that her children get enough to eat and the right things to eat. In doing this, she feels the satisfaction of being a good mother. Meals are also the time when the whole family gets together. A woman realizes that her family is happier, home life more pleasant, when these meals are good, attractive, and plentiful.

Food, as far as a woman is concerned, is surrounded with emotional feelings. For when friends and family celebrate a major event or a holiday, food is usually an important part of the celebration. Certain foods bring memories and strong associations with the past. The woman is often called upon to prepare the food for the celebration herself. Through this food she can create a pleasant, comfort-

able atmosphere. In this way, she gets approval and appreciation from friends and family—builds her prestige. A woman also finds that being a good cook brings compliments. So, many times, her basic interest in food is the approval it brings her from other people.

In addition to setting the tone of family living through food, many women find cooking, baking, setting pretty tables, and having supper parties satisfying creative outlets. They get personal satisfaction not through eating food, but in providing and preparing and serving it. The area of food offers women a daily chance to prove their ingenuity and exercise their individuality. Cooking and serving food can involve imagination, delicacy, and intelligence; can be a real art. Many women feel a sense of pride in being skillful cooks.

Food also interests women greatly because it can become a real problem. Most women fix over a thousand meals a year—which they plan, buy, prepare, and serve. They want these meals to taste good, look good, be healthful, be fun to eat, and rate approval. All of these things have to be done within a certain amount of time, energy, and money.

Today's women's interest in food, if not greater than their grandmothers', is certainly taking new directions. Many changes in interest have been drastic. For one-third of all foods in supermarkets today were not even in existence ten years ago—at least in that form.

One of the most spectacular changes has been women's interest in a lighter diet. Women today neither eat nor serve foods in the quantities their grandmothers used to. In the past, most Americans ate three huge meals a day—often beginning with chops for breakfast and ending with two kinds of pie for dinner. Today breakfasts are orange juice, toast, and coffee affairs—with bacon and eggs or the like added at best. Lunches are salads or sandwiches. And dinner is usually three or four courses with moderate-sized helpings. Today overeating is looked upon as being almost immoral.

Not only is less food eaten, but women are interested in foods which are less filling, have fewer calories. Their interest in and purchase of filling, basic foods such as bread, potatoes, pastas, has lessened while interest in less filling basics, such as meat, eggs, poultry, and cheese, has grown. The ability to buy these more expensive items is certainly a factor—but only part of the story. Lighter foods such as tossed salads and fruits are more popular. Pepsi-Cola spelled out this modern idea with their advertising theme, "Refresh without fill-

ing," as did Mazola with "New Improved *Golden-Light* Mazola Oil."

Women's interest in a lighter diet is connected to the idea of fitness rather than health. The emphasis is on slimness and vigor instead of nutrition. In a January 27, 1957, article on changing food habits, Clementine Paddleford, *This Week Magazine* food editor, pointed out the emphasis on trimness in contrast to nutrition: "There is less talk today than in war years regarding nutritional values of the daily 'three squares.' But lessons learned then are bearing fruit now. Today's menus, from the more adequate breakfast to the better school lunch, show intelligent planning. Food styling has improved. Our food not only tastes better but is better aimed to keep the family in trim."

Another growing interest of women is in the area of luxury or gourmet and foreign foods. Greater travel, simply for pleasure or by men and women who went to war, has created interest in foreign dishes. Due to higher incomes, women are now able to buy expensive foods such as caviar if they wish. They apparently do wish to, for the number of specialty food stores is growing, specialized restaurants are in vogue—even many supermarkets have special fancy food corners. Women often use spices and wine in cooking—like to try recipes from specialized cookbooks.

Women are also interested in old products served in new ways. Take the loaf of bread Grandma used to bake. Today women can purchase bread in an unwrapped, uncut loaf; have it sliced at the store; buy it already wrapped in family or regular or party or large-sized loaves; find it in slices of sandwich, medium, or wide widths. This choice is available even without considering the various types such as French, rye, white, whole wheat, cracked wheat, pumpernickel, and so on down the line.

Women show much enthusiasm for "convenience" foods—frozen items, ready mixes, instants. For instance, so great is woman's interest in these foods that, in 1956, there were twenty-one varieties alone of frozen cooked and prepared chicken on the market. For many years it was believed that flavor and woman's pride of accomplishment were by far the most important considerations in food. While they are still important, the success of products such as frozen juices and fruits, instant puddings and desserts, has shown that in some cases convenience can be equally as powerful. When opportunity for creativity and homemade flavor are offered along with convenience in foods, these foods usually enjoy great popularity.

However, women are becoming used to the idea of ease in preparing food and convenience foods need to be carefully presented to them. Even though women want these foods, they often feel a little guilty about using them, feel they are not doing the real job of a wife and mother.

Also, *all* timesavers and easy foods do not interest women. There has to be a need for the product—and the product has to be really different—to capture women's imagination. Take the case of boxed cookie mixes, for instance. On the whole they have not been highly received by women. For most cookies from the bakery taste just as good and cost as little as those made with mixes. An exception was the datebar mix, a dessert cookie. This was well received by women because women generally cannot buy good ones ready-made.

The time women spend in the kitchen has lessened, but they are still faced with the same old problem of serving three meals a day. Any product or service which can help women plan and vary these meals usually rates their interest. The sustained attention and readership value of recipes in food advertising is testimony to women's practical interest. Comparative studies of recipe and non-recipe food advertising in newspapers and magazines have consistently shown that the recipe technique gets greater interest from women—in some cases recipes have more than doubled women's reading of advertisements.

Recipes that gain high attention from women—that are clipped and *used* instead of being stuck in a drawer—have an imaginative idea. They offer something new, something that sparks the imagination of women. Recipes successful with women can raise product sales tremendously. Parfait Pie, bought by Pillsbury from a woman in St. Paul, is an excellent example. The recipe was promoted jointly by Jell-O, Pillsbury, and Spry—so the advertising was extensive. This recipe was so attractive that it was clipped by 55 per cent of *Better Homes and Gardens* readers. Sales of Jell-O—which already had an 80 per cent share of market—went up 150 per cent during the promotion. Another example is Open-Sesame Pie. The crust called for sesame seeds. And suddenly women's demand for sesame seeds was overwhelming. The Red Owl Chain wasn't able to get enough to supply demand and had to package the seeds themselves. McCormick Spices, who had not included sesame seeds in their line, quickly added them on a national basis.

Women's interest in food itself is so great that it forms an exception to the rule that women will ordinarily be more attracted by people than by things. Advertising studies find that realistic pictures of ready-to-eat food alone rate higher than pictures which include any people or animate objects. While this seems to be well founded, it has also been noted that women get ideas from a variety of sources. Food authorities of many types lend weight and receive added interest. A study for United Fruit by Alfred Politz Research and reported in *Printers' Ink* found that housewives are influenced in their choice of recipes by direct product advertising in conjunction with newspaper and magazine food editors, cookbook authors, food company and public utility recipe writers, radio and television broadcasters on women's programs, and deans of home economics. However, women seem to resist being *told* what to eat from a nutritional standpoint due to the pleasure and desire for fitness connected with eating.

Women's high interest in and particular enthusiasm for food can be capitalized on by products only vaguely connected with the food industry, and in some cases having no relationship at all. Angostura Bitters, for instance, in 1956 emphasized its use as a food flavoring by placing food advertisements in women's service magazines and newspapers. The British Travel Association has used color photographs of meals and listed menus in their advertising series. Whenever food is used for attention value, it should be up-to-date, reflect modern trends—such as lighter foods and luxury foods which are of interest to women today.

In selling food and directly related products to women, the point of satisfying their appetites and special tastes is only one small area. The individual aspects of creativity and family approval, the emotional aspects of raising healthy children and having a happy home, the routine aspects of planning three meals a day conveniently, the specific attitudes today, are all important parts of the interest in food to be considered and included in selling to women.

HOME DECORATING IS A HIGH NATURAL INTEREST WITH CREATIVE SATISFACTION AND SOCIAL VALUE

Home furnishings and decoration rank among women's top natural interests, though they do not show up quite so strongly as food.

Decoration is found among the leading topics of conversation when women get together. And it is seldom if ever that women say they dislike decorating their homes. As a main topic, home furnishings are found about middling in lists of women's picture interests. But this does not include the great attention women pay to details of furniture and decoration in any picture. Even when not planning something new for their homes, women talk about and think about decorating and home furnishings.

Woman's high interest in home fashions is created by several factors which go beyond necessity or utility or beauty. Decorating her home offers a woman an excellent chance to display ability, use her individuality. The way her home looks is also a symbol of her status—an outward sign of her taste. People judge her by her home. So she may become intense about the effect she is creating through her home decoration. Rather than feeling completely free to do as she wishes, she thinks about others' reactions. Will they like it? Does it show good taste? Does it look expensive? Is it proper for her position in life?

A woman's interest in home decoration is further intensified by the facts that it takes a great deal of time, money, and effort. If she makes a mistake she can't afford to throw it away—as she might an overdone casserole or a dress that faded. So women like to read and see and know all they can about current home fashions; to find out what is in style, what is in good taste, what is approved. This interest is partially responsible for women's attention to Edward R. Murrow's television program, "Person to Person"—they like to see the homes of the personalities involved.

Today's women's interest in home fashions is high, due to the emphasis on home and family and a generally greater amount of extra money to spend. However, the home furnishings market to date has not grown at the rate of many other industries. For women's enthusiasm for home furnishings and decoration is heading in new directions—directions which often involve less expense.

Many women are interested in doing the decorating themselves, or at least with the help of their husbands. A great many women paint, wallpaper, lay floor coverings, and make curtains, slip covers, and bedspreads. To date, women have not gone in extensively for making furniture or refinishing rooms. But they are interested in any ideas and improvements that make the decorating easier for them to do

themselves. Paint rollers, easy-to-lay tiles, quick-drying and odorless paints, and the like have been well received by women. Interest in doing the physical part of decorating promises to remain high because women generally find it creative and satisfying, and because it often becomes a family activity. And if higher prices continue and help remains hard to get, women will surely keep up their interest in this direction.

Women's present interest in furniture and decoration reflects a rising taste. This rise has been variously attributed to more women receiving high school and college educations, to more leisure spent on artistic pursuits of one kind or another, and to the influence of mass circulation magazines. The change in taste can be seen by comparing the best-selling furnishings of fifty years ago or even ten years ago with best-selling furniture today. Prior to World War II there were few mass-produced items which had the benefit of a designer. Furniture was heavy and massive, decorated and intricately carved in every available spot. There was little regard for its ultimate use. Most contemporary pieces of furniture are definitely functional—with simple classic decoration. They are lighter and the lines are softer and more pleasing than they were even a short decade ago. Both furniture manufacturers and large department stores employ expert designers, and good design is available in low-priced, mass-produced furniture and home decorations.

The rise in the level of women's taste in decorating is evident in their homes. The Victorian room packed with knickknacks and souvenirs has been swept clean. Today's rooms have greater simplicity and reflect women's individual personalities. According to the *New York Herald Tribune* in 1955, designer-decorator James Amster called it "less frippery, more solidity around the house."

In recent years contemporary style has ranked high with women, accounting for about half of the sales in furniture. In "The New House Next Door, 1955," *Better Homes and Gardens* and the F. W. Dodge Corporation found a growing trend toward modern furniture mixed with traditional pieces. The emphasis on formal and period styling seems to be diminishing even though certain goods such as sterling silver still find traditional designs their best sellers. The popularity of contemporary style in home furnishings is most probably due to its functionalism—the fact that it usefully fits in with modern living.

Women's interests tend toward furniture that is multipurpose, portable, and spacesaving. Homes are smaller and apartment dwellers numerous. Space becomes a big problem—so women look for one piece of furniture which will serve two purposes: a sofa and bed in one, a table which serves as both coffee and dining table. They look for pieces that are small and light or that will fold up against the wall or in a corner. Also, families live, play, and eat all over the house, sometimes outside the house—so women show an interest in tables, chairs, stools, and the like which are light enough to move all over the house, durable enough to take outdoors.

Furniture that is comfortable and childproof also holds interest for women today. With more time being spent in the home, with living more informal, comfort is a prerequisite. The sofa, the chairs, the bed must be comfortable to lounge on, to relax in. More and bigger families are taking their toll of furniture. So women are interested in pieces that will withstand bouncing babies and sticky fingers.

Simpler, lighter, more practical furniture and decoration have brought with them many new materials. Foam rubber, synthetic fabrics, metals such as brass and wrought iron, woods such as birch and oak boast of modernity and attract women's attention.

Women's enthusiasm for home decorating and furnishing applies to selling many products and services other than those directly related. Whenever home decorating is used in selling women—as a topic on which to open the conversation, as a setting or background in an advertisement, etc.—it should be updated to include the new forms and directions.

INTEREST IN PERSONAL APPEARANCE IS CHARACTERIZED BY DESIRES FOR REALNESS AND IMMEDIATE RESULTS

The first known recorded minutes of a woman's club, which were written in rural Iowa in 1848, showed that the subject of the meeting was a debate: "Resolved: that it is better to be beautiful than good." Today's women are also concerned with beauty and being attractive but it seldom conflicts with a question of morals.

Evidences of women's interest in their appearance are everywhere. Radio and television programs, newspaper and magazine articles offer women tons of advice each month on their figure and face. Women

spend tremendous amounts of money each year in the beauty parlors and at cosmetic counters in department stores and drugstores—and now even in some supermarkets—to measure up to the American ideal of beauty. Many women are dieting for appearance's sake and attending special classes to control weight and trim down figures or to learn special make-up tricks. Advertising studies into product interest find cosmetics rank near the top on women's lists. And a quick look around will show women don't like to meet the public without at least putting on lipstick and combing their hair.

However, some of this evidence could be interpreted as interest in health instead of appearance. For some cosmetics are used for healthful reasons. Hand lotion, as an example, is probably used as often to soothe chapped hands as it is for appearance's sake. Dieting, too, may be for healthful reasons rather than better appearance.

A woman's natural interest in making herself more attractive is related to her inward turn of mind—her basic preoccupation with herself. Being attractive raises a woman's opinion of herself—looking her best makes her feel good and more self-assured.

Others' opinions and attentions are also responsible in part for a woman's concern with her own looks. Being attractive helps a woman in most social situations. It may open doors for her; it may make social contacts easier. Also, a woman likes to have other women admire her—perhaps even envy her. And very importantly she wants to be attractive to men. In America, at least, outward physical appearance is important in attracting men. A woman feels she must be beautiful—or at least attractive—in order to marry. And several studies have indicated that appearance plays a big part for American men in choosing a wife. Even after a woman is married, she often feels a necessity to stay physically attractive to keep her husband.

Today's women retain this natural interest in personal appearance. It is hard to say whether they are less interested than American women were ten or twenty years ago. The cosmetic industry's share of the consumer dollar has not risen appreciably since 1945—and stood in 1956 at just about the same percentage as it did in 1929. (Even so, total sales of beauty products have risen tremendously.) This may be due to the fact that there is so much more competition for the disposable part of the dollar today. Appliances, automobiles, new homes have come into women's lives. Also, emphasis on the family means that purchases which benefit the whole family are often

made before those that serve only individuals—such as beauty products.

But even if women's interest in their appearance has not heightened, it has certainly broadened to include *all* women in the past thirty years. As late as 1929, older women and youngsters did not use any type of cosmetics. Today, from twelve years of age through the rest of life, women use cosmetics.

The intensity of interest generally varies with age. Teenagers are highly interested in only a segment of beauty products—lipsticks and hair and skin products. Young married women's interest and ability to buy beauty products is limited. In the middle years, twenty-five to forty-five, women's interest in appearance is greatest, and this group forms the biggest market for cosmetics. Women over forty-five retain a fairly great interest in their appearance—but it is higher if they go out to work. Women over sixty have a specialized interest in cosmetics, such as soaps, body lotions, products for care of white hair.

Styles in beauty change just as they do in clothing, so women's interests in relation to their appearance changes. Today's women put a premium on youthfulness, slimness, and naturalness. The ideal of beauty and attractiveness is a slim silhouette with a limited amount of curves and a youthful quality. This ideal can best be seen by looking at standards of beauty in other times and in other places. Earlier in the century the hourglass figure and the boyish silhouette were in vogue. In most European countries today, a more mature, voluptuous woman is admired. Many cultures have admired women who would be considered fat by American standards.

The importance of slimness to American women can be seen in their aversion to words connected with weight. It is hard to choose a word to describe women who are heavy—at least by American standards—which will not offend them. In a study for Lane Bryant, specialty shops which sell larger-sized clothes, Dr. Ernest Dichter found women had a dislike for the word "stout"—though at the same time they were realistic enough not to want to be pictured as impossibly slender.

The emphasis on slimness has given women a new interest—dieting. Health causes many women to diet, but personal appearance—measuring up to the standards of youth and slimness—is certainly a major reason. In 1956, it was conservatively estimated that 35 million Americans were overweight by current medical standards.

Nearly one out of every five people dieted while millions more were watching their weight. A 1956 Gallup survey found that over twice as many women as men felt they should lose some weight and twice as many women as men had actually dieted at some time.

So women are thinking about their figures and many of them are doing something about it—even if only occasionally. In 1957, millions of dollars were spent on dietetic foods. Calorie-conscious women made the sale of low-calorie soft drinks soar from 50,000 cases in 1952 to 15,000,000 in 1955. Cottage-cheese production tripled between 1946 and 1956—largely due to weight-conscious people. Special diets and methods of losing weight such as Slenderella gain trial and acceptance. Women are very much interested in what to eat and methods of cooking food to keep their weight down. Books, magazine articles, sales promotions on dieting have had tremendous success. Many products have been promoted with an appeal to slimness. Libby's Tomato Juice advertising in 1957 featured slim, high-fashion models with the headline, "Non-fattening *Libby's*—3 times a day—makes it easy to stay with your slimming program."

Along with slimness, most women have an interest in looking *real*. They want to be as attractive as possible, but they want the impression to be credible. The criterion is realness, looking their believable best. They do not want to appear too sophisticated, like to look naturally pretty. This is probably the reason so few women use eye make-up—it is too stagy. Women prefer light make-up rather than heavy pancake make-up. Eyebrows are plucked in a natural line rather than following extreme arches or being painted in. Lipstick more often follows the natural mouth line.

Products and promises which are believable are also of great interest to women. The product which offers the impossible—impossible specifics of beauty or an impossible romance—is often met with skepticism. If impossible promises lure women into trying a product, they will not get the expected results and will likely not buy again. If the promise is possible—if it seems credible, even though it is in the area of fantasy or emotion—women are quick to take an interest. The idea of "moisture" face creams, for example, made sense to women—and products such as Jacqueline Cochran's Flowing Velvet were immediately accepted.

Women are also interested in immediate results as far as their appearance is concerned. They want to be able to *see* the difference

immediately. They seldom stay interested in trying a special product to improve their appearance on a long-range basis. If they're dieting, they like to weigh everyday—and see a pound or two lost. If they try a new cosmetic, they like to see the difference in their faces. Many of the more successful new products in 1956 and 1957 had this quality. For instance, tinted make-up foundations, home permanents, hair sprays, indelible lipsticks all had visible results.

Women's interest tends to special rather than all-purpose products. They distrust all-purpose products because they feel their own problems are unique and require special treatment. This can be seen in the many new forms and types of beauty products. For instance, in deodorants, women have the choice between cream, lotion, liquid spray-on, liquid pat-on, roll-on, stick, powder, and pads; a choice of face creams made for normal, dry, or oily skins; a choice of shampoos for dry, oily, or normal hair—tints for every color hair—in cream or liquid form.

Women today are interested in convenience in beauty products, are interested in those products that offer newness, timesaving, "doing-it-themselves." Home permanents and many new types of hair dye and rinses which can easily be used at home are on the market. Many powders are solid so they won't spill and have the powder-base built right in.

Women's natural interest in being personally attractive affects not only products which are directly related—such as cosmetics—but also other areas, as is evidenced by the development of dietetic foods. Beauty and appearance are always good ways to begin the conversation or attract women's attention picture-wise—if these pictures are up-to-date and timely.

To cite some examples of how this interest can affect areas that have no close connection with beauty: The Lennox Furnace Company advertised their air conditioners to women as a definite aid to beauty in the July, 1955, issue of *Vogue*. They used the argument that controlled heat and humidity produced not only greater comfort but better looking women as well. Absorbine Jr. played up the idea of beauty when feet feel good. Sylvania Electric Products dramatized its soft light bulb by featuring how it flattered a woman's complexion. Scotties facial tissues tied in with beauty through photographs of glamorous women and by showing how Scotties held together even when removing new liquid face creams.

Women's attention to personal appearance can affect, favorably and unfavorably, products and services far afield. For instance, in a 1955 speech before The Fashion Group in New York, Charlotte Montgomery cited a situation encountered by a chain of self-service groceries in New England. When this chain opened stores in large shopping centers, they often found average sales checks smaller than in other markets. This chain came to the conclusion that when women go to a shopping center they feel they must be dressed up. So women generally do their big family marketing elsewhere, and just pick up fill-in food needs at a big center while they're on a dressed-up shopping spree.

INTEREST IN CLOTHES IS HIGHLY EMOTIONAL AND PERSONAL

Women have a high natural interest in clothes. According to many psychological studies, fashion is among the most frequent topics of conversation when women get together. A study by Daniel Starch of avocational interests of men and women in 11,000 homes found fashion in fifth place on the women's list, in next to last place on the men's list. The success of magazines devoted exclusively to fashion is also testimony to the extent of women's interest.

The reasons behind women's interest in clothing are much the same as the motives creating a natural interest in their personal appearance—that is, bolstering their own morale, gaining attention from both sexes, being acceptable in many social situations. Women's interest in clothing is heightened further by the fact that clothes are very personal—rather like a house on the person. How clothes feel when tried on is very important. Clothes also involve deep emotions for they speak worlds about women's personalities—offer a means to tell the world about the women they want to be.

When a woman selects clothes it becomes a great problem to her—creates tensions. This is probably because it involves three major decisions. First, she wants an outfit that she thinks looks well on her—suits her figure, her face, her individual personality. Second, fashion presents a problem calling for a decision in itself. She wants to be in fashion—look up-to-date—or at least be in harmony with her set of friends. Yet it limits her individuality, imposing bounds within which she must make her choice. Third, she wants to be sure

that the clothes she selects will be liked by others—her husband, the friends in her group.

Further complications can arise in selecting clothes because of a woman's own insecurity. Often she is not sure of the type of impression she wants to make, just what she wants her clothes to say about her personality, just what they do say about her personality. Sometimes what a woman feels she is and the impression she feels she makes on others are quite different from the impression she would *like* to make on others. She must decide whether to stay as she is or to try to change the impression she makes. Perhaps even dress as the person she would like to be. For instance, a woman may feel that she is essentially a tailored type—competent, well-organized, perhaps athletic, a businesslike woman—and that is exactly the impression others have of her. Yet she would actually like to appear more feminine—be more attractive to men. If she chooses more feminine clothes she is afraid that she is not getting the impression across and feels a little foolish. If she sticks to tailored clothes she is not achieving all that she would like to.

This highly emotional attitude and interest is reflected in two common clothes-buying habits. First, women's clothes-buying is impulsive. It is often on the spur of the moment—often more related to moods than needs. Women do not generally plan their purchases by taking stock of what they have and figuring from there what they need—as they often do in food-buying. Instead they may do a lot of buying at one time without a careful analysis of the needs of their wardrobes. A woman may set out to buy a house-dress and come home with a cocktail suit. She may plan to buy a pair of shoes and end up with an outfit to go with the shoes. Second, what women buy when they shop by themselves and what they buy when someone else is with them are usually two different things. Women are generally more concerned with that someone else's opinion of their purchases than they are with the problem of suiting their individuality.

The Color Research Institute under the direction of Louis Cheskin made a study in a Chicago department store of women buying an evening dress. The dress being considered was a Dior available in three colors. The study found three basic appeals were involved in the selection by women—they just naturally loved the color on first sight, or the color "did something" for their complexions, or the color

was in fashion. The average decision took ninety minutes. About one-fifth of the women picked the dress they liked on first sight. About two-fifths bought the color they felt suited their complexion best, and the remaining two-fifths bought the color which was in fashion.

While today's women still have a lively natural interest in clothes, their enthusiasm is probably not so intense as compared to women of past years—for many, many other things are attracting women today. The share of the consumer dollar spent on clothes has been declining since the mid-1940s, while other areas such as hard goods have been increasing. In 1948, about 12½ cents of every consumer dollar went for clothes—but by 1957 only about 8 cents went for apparel. However, women's knowledge of clothes and fashions has greatly increased due to magazines, newspaper advertising, and television.

The relatively lesser emphasis on clothes is due to many factors of varying importance. One reason is that there are so many other things to spend money on. Another top reason is that the prestige value of clothes has lessened. People are no longer judged as much by their wardrobes as in the past, when custom-made and ready-to-wear set people apart. Cars, homes, appliances, and the like are symbols of women's status—much more so than their clothes. This change is partially due to the promotion of other types of goods in a "fashion" way.

Also, women have a slight embarrassment about being too dressed up or having too large a wardrobe. This attitude seems to come from the growing alikeness and equality—and also from the present emphasis on family living. The family is coming first in all things and clothes are something that cannot be enjoyed by the family as a group. Clothes are purchased by an individual; they are a selfish purchase, so to speak—and they often come at the bottom of the list. From a practical standpoint, the increasing number of children has strained many family budgets. Each new addition to the family increases the money spent on clothes by only a small percentage.

Working women's interest in clothes is greater than housewives'. But working women too are generally cautious about being too dressy—and are not inclined to set the pace with new fashions.

The types and styles of clothing interesting to women have, of course, changed radically. Women are showing less interest in fashion,

counting more on their own sense of style. They know more about what they can wear, what to pick for themselves. There seems to be a rise in the quality and taste of the clothes they choose. They are interested in simplicity. And today with mass production and more designers, good style can be produced in quantity and at lower prices. Though this emphasis on style and simplicity has led to uniformity in many ways, women are not simply choosing *one* style. They buy full skirts, slim skirts, off-the-shoulder, on-the-shoulder, high waists, low waists, natural waists—all in the same year. Between the 1947 "New Look" with the late Christian Dior's lowered hemline and 1957, no one fashion was universally accepted by American women. The trend has definitely been toward better styling and the styling that best suits the individual woman.

Women also show a decided preference for clothing that is casual, comfortable, easy to care for. They want lighter, less restricting clothes. Clothes that are easy to wear and care for, are more durable, have a head start with women today. Life is more informal for most women and they like clothes that fit into this new pattern. Lack of domestic help, more children, more active sports, the move to Suburbia have all fostered the interest in informal clothes. In 1956, casual and sports clothing accounted for over one-third of the women's apparel market in retail department stores. Sweaters were top, with skirts next. It should be added here that some women are showing an inclination toward sports clothing which is more elegant and luxurious—sports styling in dressy fabrics, which is not only good to look at but comfortable to wear.

The great interest in casual clothes is being slightly offset by a tendency to more elegant clothes. Women have been encouraged to dress up more by the fashion industry. The Millinery Institute of America, for instance, ran an advertising campaign in women's magazines in 1957 designed to promote the idea of wearing hats.

Women also show an interest in clothes that are basic—that will do for many occasions and times. While women usually have distinctive summer and winter wardrobes, they show enthusiasm for clothes that can be worn all year round. They like a dress that will take them anywhere in the evening—cocktail dresses account for one-third to one-half of the dress business. And another dress, perhaps a golf dress, that will do all day, to go to the store and drop by a friend's house. Or perhaps a dress with a jacket that can be worn to

town in the daytime and will do at a supper party that night with jacket removed. The shorts they wear around the house, women may also wear on a picnic or a boat ride.

Women's interest in fabrics is generally less than in style. For, though fabrics carry personality implications, they do not do so as strongly as style. Women develop images or ideas of fabrics not from the fabric itself but from the cost of it or from the people associated with it. And the image depends on how the fabric is used, the style it is made up in, rather than on its inherent qualities. This fact is more evident than ever since women have come to accept all-purpose fabrics which serve as well one time or way as another—cotton in winter, wool in summer, and so on. Women's interest in fabrics is increased by new blends that offer specific advantages such as the wash-and-wear "miracle" fabrics. Their interest is also aroused when traditional fabrics are used in a new way—as tweed for evening wear. Sometimes interest and usage can be increased by telling the story of a fabric—for until recently fabrics were not promoted strongly to women. Since the initiation of consumer advertising and promotion by the wool people—based on the theme "Nothing measures up to *Wool*"—production of women's wear fabrics has gone up 19 per cent. Economic factors and so on were favorable, but advertising and promotion certainly contributed to the success of wool.

Women's natural interest in clothing, plus their attention to detail, means that special care should be taken to provide clothes in the latest style which suit the occasion—whether featured directly or merely indicated in the selling job. Due to the declining emphasis on clothes, women are not apt to rank them as high as many of their other interests such as family and food. However, when clothes can be tied in with the family and prestige, their rating should climb to the top.

TO WOMEN'S NATURAL INTEREST IN PHYSICAL HEALTH IS ADDED A CONCERN WITH MENTAL WELL-BEING

Women have a natural interest in health—their own and other people's—though it does not usually rank as high in attracting their attention as other areas of natural interest. This is probably due to the fact that good health seldom becomes of *prime* importance until

it is lacking. Though prevention and symptoms of certain diseases do attract women at various times—as with "Asiatic" flu in 1957.

In measuring the interest in health, three sex differences seem important and apparent. First, women's interest in health is closely connected with beauty. They use many drug products with the primary aim of staying or becoming more attractive. Men, on the other hand, are more interested in health itself. They want to have a "healthy" appearance—to feel vigorous and active. George Horsley Smith has found this attitude exists in the case of sun-tan lotions and creams. Women use them primarily for beauty purposes while men use them to acquire a healthy outdoor appearance.

Second, men generally worry more about becoming sick and ill than women do. In R. Lunger and G. D. Page's report on 100 college men and women one of the major male worries was becoming ill, but it did not play a major part in the anxieties of the women students. Men's greater concern over illness is probably the thought that it might deprive them of their physical strength, a symbol of their masculinity, or keep them from being able to support themselves and their families. Also, as has been seen, men are more susceptible to disease and shorter-lived.

Finally, women read a good deal more about health than men do. Many advertising studies show that more women than men consistently look at and read advertising about drug products or advertising using a health appeal. *Good Housekeeping* has found that health articles get as high as 90 per cent readership—with features about heart disease, cancer, and polio heading the list in gaining women's attention. Women's interest in health is stimulated by their duty of nursing and caring for the family, but their feeling often goes deeper than this. If their children become sick, they are inclined to feel guilty—as if they hadn't been good mothers. If their husbands have heart attacks, women often feel they have pushed them too hard. Thus, women are interested in the symptoms and cures for the various diseases that members of the family might contract—as well as in their own health.

The popularization of medicine has increased women's interest and has led to the entrance of healthful factors in many areas. Dietetic foods, enriched foods, low-calorie drinks, pasteurized milk, concentrated vitamins, scientifically designed mattresses, recreation for

exercise, and other health-giving items have become important in women's daily lives and homes. Concern with health is also a timely matter—as most of the other interests of women are. The cancer research on the effects of cigarettes in 1953 and 1957 and the heart attack of President Eisenhower in 1955, among other things, brought these health problems to the attention of women.

Women's interest in health has also been heightened by the idea in contemporary society that everybody—men and women—should be healthy and fit. Fitness has taken on a moral tinge. People feel it moral to be trim and healthy. Overindulging in food and drink, being overweight are looked upon as slightly immoral—or at least undesirable.

Not only has physical health been emphasized, but also a whole new idea of mental health has appeared on the scene. For women this new concept of mental health holds special interest due to their basic concern with matters of the mind and their tendency to personalize. Magazines and books have offered women copious material on the subject of mental problems. Women feel a great need to develop and hold the proper, healthy attitudes toward life, home, marriage, and themselves.

Health is a good appeal in selling to women today, though it does not rank among the top two or three appeals. For it is hard to persuade people to buy preventive medicine—but, of course, once they have trouble, they are receptive to a cure. Healthful factors are a powerful plus in gaining women's attention, but most often health is better used as a secondary or added appeal. It gives women a way to provide themselves with a real reason for buying or for indulging themselves—as Nestle's Decaf Instant coffee did in their 1957 advertisement headlined, "Now drink coffee morning till night and feel wonderful." Mental health can be a timely attention-getter. Happiness, freedom from anxiety, peace of mind are offers which attract large numbers of women.

WOMEN'S INDIVIDUAL SPARE-TIME INTERESTS REFLECT CONCERN WITH THEIR OWN PERSONALITY AND THE ROMANTIC

Women's individual spare-time activities—the things done and time spent alone or in their own way, rather than with their families—form a middle group on the scale of interests. The things women

spend their spare time on are not of such high, universal interest as matters of home and family. But because of their personal nature, they generally attract the attention of many more women than such items as politics, community life, automobiles, and business. Most often women's main spare-time activities are of interest to, say, more than half of the entire female population. Thus, individual leisure interests rate fairly well as attention-getters.

Women's top leisure interests center around things which are passive rather than active, mental rather than physical. These interests help satisfy their desires for developing their own personalities and improving themselves and their skills. These interests also show a romantic tendency—reflect women's basic method of escaping reality through fantasy.

Spare-time interests are becoming more important for women today. One reason is simply that women have more time for leisure than they once did. In the over-all picture, appliance and laborsaving devices have undoubtedly given the majority of women more time for leisure, even though at the same time they have raised women's standards. Increase in leisure also comes for women today as their family grows up. Their children are more apt to move out of the home when they become adults and these older women are better equipped physically to enjoy themselves. In a survey of leisure activities among wage-earner families by Macfadden Publications in April, 1955, almost 65 per cent of the wives stated they had had more time away from housework in the past several years. While this was indicated by almost 75 per cent of women over forty-five, it was also true of about 35 per cent of the wives under twenty-nine.

Another reason for the increasing importance of spare-time activities is the idea that women should be good companions to men. Not only are they wives and housekeepers, but they also go more places with men and they are expected to be able to talk on a variety of subjects with men. To be companions of men, most women feel they need to have interests other than the home. In the words of Isa Kapp, a New York housewife and mother, stated in an essay in *Women Today*: "One can imagine the strain placed on a monogamous married woman who suspects that the morning paper is more alive to her husband than her face across the table." So, many women develop leisure interests in order to be attractive to men as well as for their own individual satisfaction.

Though the spare-time activities of today's women are not entirely different from their grandmothers' or sisters' of ten years ago, they are taking new directions and embody a changing emphasis. These trends can be seen by looking at each of the top leisure activities individually.

Reading ranks among women's most favored spare-time activities—serves to satisfy their desire for romance and practical knowledge. Almost all women read a book, magazine, or newspaper every day. For the majority of women, it takes up a considerable portion of their leisure. In 1956, book sales and magazine and newspaper circulation were at all-time highs.

The differences in reading interests between the sexes are quite decided. Women read more fiction than men do and show a preference for romantic and love stories and stories of home life. Men prefer reading matter relating to adventure, violence, science, sports, and mystery. These sex differences are evident in studies of reading interests from adolescence through adulthood—though the interest in the romantic is not as decided in older women.

In recent years, the level of women's reading tastes has been on the rise. This rise does not mean that all women are reading better and more serious books, but there seems to be a definite trend in this direction. In inexpensive paper-back books, for instance, the best-sellers are still romances and westerns and the like, but on the whole they seem to be better written. And millions are buying books on philosophy, personality, and more serious subjects as well as classical literature.

Entertainment through watching television, going to movies, and listening to the radio seems to be the favorite leisure pastime with women. Coupled with reading, these forms of entertainment probably account for the majority of women's spare-time activities. Men show about the same high interest in radio, television, and movies on studies of product and avocational interests as women do. But men do not usually spend as much time on these activities.

Women are the big movie-goers. In *The Influence of Women on Buying,* Hearst Magazines reported a national survey made by the Women's Institute of Audience Reactions which showed women compose 65 per cent of the motion picture audience and talk 99.4 per cent of male America into going to evening shows.

Women are also the biggest watchers of television, outdoing men

and children both in the daytime and evening. With the exception of most sports programs, certain current events programs, and the late afternoon children's shows, almost every program has more women than men viewers. A 1955 door-to-door survey conducted by The American Broadcasting Company in Detroit recorded that 31 per cent more women than men were watching television each night. This was largely due to the fact that about three times more men than women were away from home in the evening. But the wives indicated 46 per cent greater interest in the program being watched than did their husbands.

Women also seem to be the top radio listeners. Millions of women are reached by daytime radio while doing household tasks and driving cars. Evening programs attract far fewer women than before the days of television.

The themes most interesting to men and women in entertainment are much the same as in reading material. Women's taste in movies runs decidedly toward love and romance, while men are more likely to want adventure, westerns, and comedy. In radio, the daytime serial and personalities such as Arthur Godfrey—both of which offer women an escape from reality and boredom—are unexcelled in popularity. In television, women's tastes seem to be varied, covering everything but the already mentioned children's, sports, and current events programs. In daytime television, serials and personalities in variety shows seem to be the most popular—generally gain more attention than news, full-length movies, and long dramas. In evening television, the fare is more varied and women watch mystery, variety, general drama, and comedy situation shows—in other words almost everything.

In the field of entertainment there are also several indications of a rise in the level of women's taste. For instance, more women are attending imported and foreign-language films, seeing finer movies such as Shakespearean dramas. On television, "Sleeping Beauty" performed by the former Sadler's Wells Ballet drew approximately 37 million viewers. Through radio the Metropolitan Opera reaches into one to two million homes on Saturday afternoons. If these rising tastes continue, the entertainment, products, and selling methods of the future will also become more sophisticated.

Women have also looked for convenience in the entertainment products and services themselves. Women are busier, more on the

go, and living more outdoors. The growth of drive-in movies has been tremendous by reason of their convenience. Radios were made light and easy, run by batteries so that they could be carried anywhere. And in the last few years clock, car, and portable radios have been best sellers. Even television is now portable and is expected to be installed in automobiles of the future.

Lastly, in the area of individual activities there is a renewed interest in the "womanly" arts and crafts. Gardening, needlework, handicrafts, and creative sewing are enjoying increasing popularity with women. They offer women a way to feel a sense of accomplishment and to develop their individuality. While these skills do not hold the universal interest of reading and amusement, they get high attention from large numbers of women and promise to grow in popularity in the next few years.

Gardening has taken a tremendous upswing due to so many women living in homes of their own and moving to suburban districts. Knitting and crocheting are also increasingly popular with women. A General Electric study on *The Homemaking Habits of the Working Wife* found that 45 per cent of working wives and 43 per cent of full-time housewives did knitting or crocheting. The full-time housewives spent slightly more hours a month on these pursuits than the working wives—the ratio being about ten hours to almost eight hours.

Creative sewing enjoys the greatest popularity in this area. According to Simplicity Pattern Co., Inc., in 1941, 23 million women bought 45 million patterns from retail stores. By 1956 this figure had snowballed to approximately 38 million women buying over 100 million patterns. The sales of fabrics, notions, and sewing machines also had tremendous gains. Essentially sewing is a hobby, not a necessity, with today's women—far fewer women are sewing for economic reasons than in the past. *Advertising Age* reported in a 1956 article by Phyllis Johnson, "Sewing Patterns Guide 38,000,000 Women in Do-It-Yourself Industry," that the largest pattern companies felt the following were the reasons behind the increased interest in home sewing: "Women no longer sew to pinch pennies. They sew to get the exact style they want in the exact fabric and color they want. And in this do-it-yourself age, they sew because it's a rewarding, creative hobby—and they have the leisure to pursue it."

WOMEN SHOW A GROWING ENTHUSIASM FOR COLOR IN EVERY ASPECT OF THEIR LIVES

In general, women's interest in and perception of color is greater than men's—though color is a valuable attention-getter with both sexes. Psychological tests uniformly find that women are more responsive and sensitive to color than men. And most often women show a greater knowledge of names and classifications of colors. Though some natural feminine sensitivity to color exists, women find a greater necessity for knowing and noticing colors in their daily lives than most men do. As the main shoppers, home decorators, and fancy dressers, women have a lifetime of practice in examining colors, experimenting with colors, and selecting colors. To men blue is simply blue. To women blue is navy, aquamarine, azure, turquoise, royal blue, sky blue, baby blue, blue-violet, midnight blue, and so on.

Today's women are showing an overwhelming enthusiasm for color. The desire for and acceptance of brighter color everywhere and anywhere is undoubtedly connected with women's new attitude toward the pleasure of living and fuller enjoyment of life. Women are making their lives bright and gay in many ways—and most especially through the use of the whole spectrum of colors. Women's concern with color is reflected in the 1955 survey of new homes by *Better Homes and Gardens* and the F. W. Dodge Corporation. They found families' top decorating problem to be choice of colors. Technical advances in color fastness, color safeness, and the ability to add color to many materials have also contributed to the universal interest in color.

Color has long been an important factor in fashion and home decorating, but women are showing a stronger interest in more vivid colors and color in new places. Color has become an important part of almost every appliance and supply for the home. It is seen in the bathroom and kitchen as never before—in paper products, in broom handles, in curtains, in stoves, in light bulbs, in sponges. Automobiles, which only a few years ago were predominantly black, now appear in an amazing array of shades. Indirectly, if not directly, color is important to every product and service because of the attention paid to color advertising in newspapers, magazines, and direct mail, and the value of color in packaging and display. Color television at a

price all can afford will undoubtedly increase the importance of color in all areas.

Women's overwhelming enthusiasm for color makes it valuable to investigate what is known of the attention they pay to color, what their emotional reactions to color are, and the particular preferences they show in colors. However, the discussion is necessarily general. Information of a particular nature—what colors are in vogue at the moment, in what products and why—is very necessary in determining the use of color. But preferences in color change so frequently that the subject merits special investigation each year and in some cases each season or month. General principles on women's attention, reactions, and preferences are important for they serve as a starting point in considering color for a particular product or service.

Color has a great deal of value as an attention-getter with women —whether used in advertising, in packaging and display, or as a part of the product. Color is so important in gaining women's attention that many companies have gone so far as to state that a good part of their success is based on color advertising. Advertising studies have found that full-color greatly adds to readership, prestige value, realism, comprehension, memory, and vividness.

Studies into the use of color in advertising are conflicting as to whether the addition of color gains more attention from women or from men. But a general principle is that color usually brings a greater increase of interest from the sex least interested in the product or service advertised. For instance, if color is added to a formerly black and white gasoline advertisement—the number of women noticing it will rise much more than the number of men noticing it—though the total number of males is greater. Also, in general, brighter colors and contrasting colors help in gaining attention.

Color is extremely valuable in attracting women's attention to packages and displays. There is little difference in the colors which attract men's and women's attention—though the colors which attract people's attention are not always the ones they prefer. The same general rules, such as red and yellow getting the most attention, apply for both sexes. Here again, the way color is used and new innovations are extremely important. For instance, Kraft Foods marketed a new line of cheese spreads in 1956 which were packaged

in six different bright-colored foil cups. These foil cups were built-in point-of-sale displays—and gave women attractive, ready-made dishes for serving. The importance of color in attracting women's attention in direct mail advertising is also unquestionable. Leading direct mail houses have found that full-color pages in their catalogs sometimes increase sales as much as five- or six-fold.

In products, color has been used to create new interest and to increase women's attention. The automobile is an outstanding example of the power of color in attracting women's attention to an area in which they had limited interest. Railroads and airplanes have used color to a limited extent to date. But there is indication that new color interest will be added in the future with pink and green planes and trains traveling throughout the country. Color can also give new life to products that are within women's domain but have become so established they lack attention and excitement. The addition of color to household light bulbs, for instance, created new enthusiasm. It may even create brand preferences in light bulbs where none existed before. Lever Brothers Company created new interest in a familiar product in 1956 with the marketing of Lux Soap in four pastel colors—pink, green, yellow, and blue—in addition to the traditional white.

It is well known that color not only has the ability to attract attention, but has powerful emotional effects. One of the reasons is that color is closely related to all the senses—not just vision. Color is very important in food, for instance. The color of food, even the package it is in, can affect the taste of the food. Louis Cheskin of the Color Research Institute found at a luncheon that about 90 per cent of the women attending felt they could tell the difference between the tastes of oleomargarine and butter. At this luncheon the women were served yellow oleomargarine and freshly churned white butter. When asked to identify by taste which was which, 95 per cent of the women mistook the oleomargarine for butter, and many said the butter tasted greasy.

The connection of colors and odors was pointed out by Faber Birren in *Selling Color to People,* 1956: "Following is a list of the most preferred of all odors. As each is mentioned a color association will seem almost automatic; rose, lilac, pine, lily of the valley, violet, coffee, balsam, cedar, wintergreen, chocolate, carnation, orange, va-

nilla. Now note the almost total lack of color associations with odors which most of us dislike: lard, rubber, kerosene, fish, turpentine, vinegar, onion, garlic, perspiration!"

The emotional value of color is both affected and heightened by past associations. Green, for instance, can bring to mind a variety of ideas and sensations. It is connected with coolness, tranquility, envy, sweet-smelling grass, sour drinks, nature, food, growth, immaturity, and so on. These associations differ from person to person, rather than there being any sexual differences. But individual feelings are usually quite consistent—remaining the same in tests over periods of months and even years. Shades and tones of colors can create feeling of tranquillity or activity, soberness or cheerfulness, strength or weakness, expensiveness or cheapness, and so on. In general, colors with reds and yellows in them are exciting and colors with blue in them are subduing.

While the emotional reactions to color do not show any marked sexual differences, colors themselves have the power to suggest masculinity and femininity. Deep shades often seem masculine in character and the lighter, more delicate shades suggest femininity. And, of course, there is the traditional blue for boys and pink for girls.

This power of color was strikingly demonstrated by a government experiment in painting offices in a public building, reported by L. M. Enders in a speech, "Light and Color in Office Buildings" before the Office Executives Association of New York. Four rooms were selected for the test—the walls in each painted a different color. Two of the rooms, done in yellow-green and gray-green, were fine. But an executive in a pastel blue room became tired and ill after several weeks and a secretary in a peach-colored room had a great deal of trouble with her eyes.

The great emotional power of color was again confirmed in the testing of a beauty product. A selected group of women were given two samples of the product—one pink in color and one white, but otherwise exactly the same—to use. These women consistently reported that the pink formula was gentler, softer, smoother, more fragrant, and more effective than the plain white one. The addition of yellow coloring to Fluffo and blue coloring to detergents also similarly affected women's attitudes toward these products. Also, according to the makers of a leading dictating machine, the addition

of color to their product has increased the users' efficiency and improved their dispositions.

However, the addition of new color to products should be carefully considered. For people expect certain items to be certain colors or may resist the association of a color with a particular product. Oranges, for instance, often have color added so they will be the expected shade. Bread was found to be unpalatable in bright colors.

People also show decided preferences for certain colors and types of colors—and in this area there are several marked sexual differences. It should again be pointed out that these preferences are not always the ones which attract people's attention, so they are more important in adding color to a product than in advertising a product or service. All of the color tests consistently show that the best-liked colors, in order, are blue, red, and green. The least-liked colors, in order, are violet, orange, and yellow. However, on many tests women rank red above blue as best-liked and yellow above orange in the least-liked category.

Both sexes prefer pure colors, but women show a more highly developed color sense. They are much more tolerant of modified and tinted colors than men. Men show a decided preference for vivid shades while women generally prefer more delicate colors. In combinations of colors, men like colors which are similar or are the colors which they individually prefer. Women are much more inclined to like lighter combinations and combinations of complementary colors.

FEMININE GUIDEPOST

The natural interests of today's women center around themselves and their homes. These areas consistently receive women's highest attention, are their greatest concerns. But these interests are taking new directions which emphasize the family and reflect a rising taste.

1. Women's interests focus to a large extent on home life and family relationships. Women consider purchases in the light of their effect on the family group. Women have high interest in sales stories and products relating to this area and their position in it. Family recreation and entertaining especially attract women's attention today.
2. Food is a top natural interest. Women are interested in food from a creative standpoint and in relation to its effect on the family—that is, making them healthier and happier. Women also give high attention to practical food ideas which help them in providing three meals a day. Today's women also show an enthusiasm for a lighter diet, luxury foods, and more convenient foods. The emphasis is on fitness and quality rather than on nutrition or quantity or economy.
3. Women's high natural interest in decorating and home furnishings is heightened by the financial and emotional problems involved. Advice and hints on good taste, cost cuts in decorating rate top attention. Women today show a decided enthusiasm for better-designed products, new materials, comfort and multipurpose pieces, and above all beauty and style.
4. Women have a natural interest in personal attractiveness with the emphasis on slimness and realness. Women of all ages are interested in a wide variety of cosmetics, though products which offer believability and immediate results capture a great deal of attention. Dieting is of high interest. In cosmetics, special rather than all-purpose products fare best. The stressing of appearance has lessened due to com-

petitive interest from home and family—so beauty often fares best when connected with home life.

5. Women's natural interest in clothes is emotional and personal. They are concerned with individuality and the impression they make on others. Today's women show interest in style rather than fashion, a liking for casual, comfortable clothes, and a desire for basic clothing. There is less emphasis on dress due to competition from other products and the loss of clothes' prestige value. Clothes, as beauty, benefit from a connection with family living.
6. Though not among the very top concerns, women have a natural interest in health—their own and their families. Deep interest in health usually only arises with sickness. However, the popularization of medicine has led to new interest and the entrance of healthful factors in many areas. The concept of mental health is a timely topic with women today.
7. Women have a growing interest in individual spare-time activities. These activities are largely passive and reflect a concern with their own personalities, an interest in the romantic. Reading and entertainment such as movies, radio, and television are the favorite leisure pastimes. Today there is also somewhat of a revival in the "feminine" arts such as creative sewing, gardening, needlework, and handicrafts.
8. Today's women show a growing enthusiasm for color in every area of their lives. Color has long been an excellent attention-getter in advertising and merchandising. It can also create new enthusiasm for old established products and bring women's interest to areas they have previously ignored. Due to its emotional power, color can be used to create feelings of masculinity or femininity. Color is especially important with women for their color tastes are generally more sophisticated, more discriminating than men's.

9

TODAY'S WOMEN'S CULTIVATED INTERESTS

> They talk about a woman's sphere as though it had a limit;
> There's not a place in earth or heaven,
> There's not a task to mankind given,
> There's not a blessing or a woe . . .
> Without a woman in it.
>
> KATE FIELD, *Woman's Sphere*

In addition to their natural interests, today's women have a wide variety of cultivated interests. They do not hold the natural fascination for women that subjects of home, family, and self do—but these areas do come in for a share of women's time and attention. Women's many cultivated interests have been arbitrarily divided into the following topics for the purposes of discussion: (1) Interest in cleanliness and order has received great emphasis, but is connected with many negative feelings; (2) community life, society, and political

activities score moderately with women; (3) interest in the "cultural" side of life is growing; (4) though not naturally inclined toward travel, women's interest is greatly increasing; (5) women's interest in two new areas of their lives—business and automobiles—stems from necessity; (6) interest in sports and mechanical objects is low but can be cultivated.

Some of these subjects are new to women—cars, business, and the like. Some are quite old—like cleaning and the arts. But the main theme running through them all is that women's interests are broadening to include almost every conceivable subject. Wrestling matches on the television have an amazing number of female viewers. Automobile shows attract large numbers of women. The financial pages of the newspapers lure women—even though in limited numbers to date.

In some cases, women's interest is created by necessity. For instance, cleaning the house is woman's work. Women find it necessary to take an interest whether or not they happen to like it. The automobile is another example. It has become a "must" to most people—so often, because of necessity, women have great interest in it.

Women have cultivated new interests due to changing ideas about what is "proper" for women. As politics and business, for instance, have become acceptable activities and topics of conversation for women, more and more women have taken an interest. It was, however, the interest and determination of a limited number of women that helped make these appropriate topics for women, caused other women to take an interest.

Finally, more leisure and money have served to heighten old interests and create new ones. Greater travel and increasing interest in music and art would fall into this category. Of course, many factors play a part in each of women's cultivated interests and it is difficult to point to one element completely responsible.

Cultivated interests attract varying degrees of attention from women—some more, some less. But, in general they rate low in creating interest in women. Certainly, only a small portion of women would be enthusiastic over them. But, when connected with women's high natural interests, when presented from a feminine point of view, cultivated interests can be made appealing to large numbers of women.

CLEANLINESS AND ORDER HAVE RECEIVED EMPHASIS BUT ARE CONNECTED WITH MANY NEGATIVE FEELINGS

The activities, products, and services connected with cleaning and straightening up the house and clothes do not rate nearly so high in attracting women's interest as other areas of the home and family. Household equipment, supplies, and appliances stand midway in studies measuring women's product and picture interests.

Women are rarely positive and enthusiastic about washing clothes, waxing floors, dusting, making beds, or the routine household chores. In fact, women often dislike them. The reactions of 250 women toward care of the home were studied in a Cornell University survey by Elizabeth Wiegand entitled "Use of Time by Full-time and Part-time Homemakers in Relation to Home Management." Their reactions are typical of those found in most other research on the subject. Care of the house was disliked by one-third of the women interviewed both on the farm and in the city, and by one-half of employed city homemakers. The specific jobs most disliked were cleaning floors, washing woodwork and windows, and dusting. Dishwashing was disliked by only one-eighth of the women.

However, these are women's daily jobs—jobs which have had important emphasis in America. The religious fervor of many of the early settlers made cleanliness a great virtue. Also, many of the settlers were of Dutch or Swedish origin—nations which had always made a prime virtue of neatness and being spotlessly clean. The American inclination toward cleanliness has been greatly heightened by the manufacturers of cleaning products. They have spent millions upon millions of dollars stressing the value of neatness and cleanliness to women. So America has the most washed children, the most scrubbed clothes, the most polished floors in the world. As evidence, in 1956, the Association of American Soap and Glycerine Producers, Inc., reported the sales of soaps and detergents by seventy-five manufacturers valued over 900 million dollars.

With all this emphasis, the appearance of women's homes and families has become in part a measure of their success in life. Today's women find a greater pressure on them than ever to be neat and clean. For modern aids such as the vacuum cleaner, washing machines, detergents have set even higher standards of cleanliness.

In spite of this great emphasis, women's interest is low. One

reason for this is the general lack of creativity in the routine of cleaning and straightening. Most of the jobs take no imagination, are relatively unvaried in the doing. They take hard physical work but require little of a woman mentally. Cleaning offers a woman small chance to express herself or emotionalize through fantasy.

Another reason for women's relative dislike of and disinterest in cleaning and washing is the lack of sociability and appreciation connected with these tasks. These jobs are generally done alone. And they are rather casually accepted, sometimes hardly even noticed by the other members of the family. More than being a way of winning approval, being a good housekeeper is a means of preventing criticism. A neat and tidy household is a measure of success for the homemaker, but one that has relatively little social value—*unless* it isn't done well. The lack of positive social value has generally made the American woman prefer comfort and entertainment to utility. As the Editors of *Fortune* pointed out in *The Changing American Market,* in the 1920s and 1930s radios were bought before refrigerators and in the early 1950s air conditioners were purchased before dishwashers.

Finally, women's enthusiasm is limited because cleaning is a job that is never done—a repetitious task that has to be done over and over again. Clothes are washed, get dirty, and need washing again the next day. Beds are made, slept in, need making again the next morning. The living room is dusted, the dirt sifts in the windows, and the living room needs dusting again in a few hours. If a woman feels any real pride of accomplishment in a cleaning job, it seldom lasts long, for very soon the job needs doing again.

Any enthusiasm and interest women have shown about cleaning and washing and routine household duties centers largely around products and services which make these jobs easier and less time-consuming. They want to get these jobs done without feeling tired. They want to look as if they had accomplished them effortlessly, but not without personal involvement.

In *Two Keys to Modern Marketing,* Charles G. Mortimer over and over again emphasized the new key of convenience: "In the routine of housekeeping and taking care of our homes, we do what we have to do: but we insist on more and more convenience products and services that will save our time or conserve our energy for the enjoyment of broader living."

Sometimes the best sales approach for cleaning products is stressing the time and energy left for other activities—when the job of cleaning is done quickly and easily. Brillo Manufacturing Co., Inc., used this theme in their 1957 advertising featuring the headline, "Speedier shine—more free time—with New Brillo Soap Pads." The illustration showed a shining pot or pan with the reflection of a woman enjoying activities with her husband or children.

However, women are still aware that housework is work and do not expect the product to do it all. In fact, they are inclined to resent a claim that a product eliminates *all* work—for they feel it is not a realistic view of their problems and diminishes their sense of accomplishment.

Many manufacturers have kept up the interest of women by constantly offering advantages, improvements, and conveniences. Efficiency which takes out drudgery is sure to attract many women. For instance, a vacuum cleaner which sucks up all dust and dirt, works on furniture, sprays paint, cleans clothes, and the like.

New designs, new materials, new colors, new types have been offered in almost every area. Some home goods have been made so attractive that they have become gift items. Today a woman might find, and would usually be pleased to see, a pink mixer or a new model vacuum cleaner under the Christmas tree. Imagine grandmother's surprise if she had found a wooden spoon or a mop with a ribbon tied around it!

Women's interest can also be heightened by overcoming many of the negative feelings—that is by making the routine jobs seem more creative and fun. Color is one way of creating interest in the routine jobs. Appliance manufacturers have also created interest by adding music as well as color to their products. One Westinghouse dryer model played "How Dry I Am" to indicate when the drying of the clothes was completed. Hotpoint marketed a kitchen range which played "Tenderly" when the meat was done. Possibly a vacuum cleaner company might build in a record that directs beauty exercises to be done while cleaning.

These jobs can be made more social by including the reactions and opinions of others, emphasizing the womanly pride in a job well done, and using this as a part of the sales story: how cleanly dressed and pressed the children will look at school instead of just having a whiter wash—how spick-and-span the house looks when entertaining

instead of merely having a spotless house. The product offered in this way makes the job itself seem more worthwhile.

COMMUNITY LIFE, SOCIETY, AND POLITICAL ACTIVITIES SCORE MODERATELY WITH WOMEN

Although many, many women are spending time on community and political activities, these subjects seem to have strictly limited interest. Politics, social work, clubs, civic meetings, and the like rate low in attracting the attention of the majority of women. Religious and social activities receive relatively higher attention from women. But nothing seems to compete in interest with the home and self—other interests consistently receive only a limited number of followers or carry a relatively impersonal, on-and-off attention value.

Advertising, media, and industry studies into women's interests record the low attention value of community life and politics. In pictures and subject matter in books, magazines, and newspapers, women rate politics and civic affairs, both local and national, low on the interest scale. Social activities—weddings, engagements, parties—fare far better. But there are several indications that these aspects of society are of less interest to women since the war. Religion rates higher with women on lists of avocational interests and fares well in studies of the books and articles they read. However, it is a subject which has to be approached with great care due to the many and varied sects in this country.

Even though these areas are not top attention-getters now, they are worth investigating individually and following carefully. For women's attention to them has changed tremendously in the last fifty, even fifteen years. Before the feminist movement women's interests other than in the home were pretty much limited to religion, society, and a smattering of community activities such as visiting the sick. The winning of the right to vote brought them not only into politics but into all phases of community activity. Women's clubs of many kinds sprang up all over the country. World War II saw more and more women going into various areas of community service. And today, with more leisure and the emphasis on women doing something outside of the home, women have joined political and civic groups in even greater numbers. Their growing awareness of the world at large should be reckoned with, even though at the

present time this interest is not as highly developed as the interest in home and family.

Today's women show an increasing interest in community life, especially on the local level. They are members of the PTA, YWCA, the school boards; volunteer workers for the American Red Cross, Girl Scouts of the U.S.A., Community Chest; and belong to the General Federation of Women's Clubs, the American Association of University Women, the National Federation of Business and Professional Women's Clubs. The number of women joining and devoting time to these organizations is generally increasing with every year.

Women have traditionally shown a greater interest in religion than men and the Church has been a center of their social lives. The rise in religion means that religion itself holds relatively high interest for women today. Religious programs on radio and television, religious articles in newspapers and magazines, enjoy great popularity. In 1956, religious book sales were up more than 40 per cent over 1952. Of course, in gaining women's interest care should be taken in using any religious themes or implications due to the many and varied sects in the United States.

Social activities and society news have long fascinated women—affairs such as the weddings of Margaret Truman and Grace Kelly in 1956 illustrated this. Adolescent girls as well as adult women show a great interest in the society pages of the newspaper. But in the analysis of 138 readership studies by The Advertising Research Foundation in 1951, it was found that women's postwar picture interest in weddings, engagements, and the society pages in general was below the extremely high prewar level.

Politics rates extremely low in attracting women's attention, but it is a relatively new and growing field where women's interest is concerned. Today's women show neither the complete disinterest of the typical Victorian woman nor the intensity of the militant suffragette when it comes to political attention and activities. More than half the eligible women vote. A much smaller number work actively at the local level or in party politics. And only a few hold elected government posts.

But compared to almost none less than fifty years ago, the number of women now voting and working at politics and holding office is high. The position of women in politics is not yet completely clear in the minds of men or of women themselves. But it is evident that

politics is coming closer to women's daily lives and that women are being accepted into politics. The ten "most admired" women in the United States, according to a survey of both men and women taken in 1955 by Gallup, were connected with national or international politics with the lone exception of Helen Keller. The 1956 national political conventions prominently featured women party workers and made a direct appeal to women voters. Women's votes and work for political parties are increasingly being solicited through special appeals and events such as educational programs and social functions.

Even though politics may never be a top-rated interest of women, their enthusiasm is undoubtedly growing—and this enthusiasm is best aroused when connected to matters important to their daily lives and in line with their special attitudes. That is, showing how the election of a party will affect their home and children—popularizing a personality—playing up special legislation for schools, and the like.

INTEREST IN THE "CULTURAL" SIDE OF LIFE IS GROWING

A good many women have long had an interest in art, music, and the theater—with apparently greater enthusiasm in these areas than men. This has a very definite cultural basis. Beginning in childhood, girls are encouraged along these lines, while boys, if not actually discouraged, are at least seldom urged in this direction. Studies of nursery school children have shown that boys prefer to build with blocks and girls like painting and modeling best. Parents like their girls to sing and dance. Schools, especially colleges, stress music and art courses for girls. Boys are rarely guided in this direction.

Women apparently retain a liking for these activities in adulthood. While art and music do not rank in popularity with natural interests, they attract large numbers of women—numbers which are growing every day. Women form the major part of theater, ballet, and concert audiences—which are bigger than ever today. While fewer women than men have hobbies, women show an interest in painting, playing musical instruments, joining little theater groups, and belonging to local art museums. Amateur theatrical groups and local symphonies are springing up in surprising numbers in the larger cities throughout the country. Thousands who never dreamed of it, now dabble in painting. At some supermarkets Brahms and Beethoven can be purchased along with beef and boloney.

The appreciation of the various arts is not limited to a certain group today, but is enjoyed by women on all economic levels. And there is evidence that women's taste is more advanced and they are willing to accept more new ideas than is generally realized. Women have had a liberal education in the arts through the growth of education for all and mass communication. More of today's women have received high school educations, which include at least a smattering of music and art, than any generation of women before. They have become acquainted with art masters and contemporary painters through mass magazines reproducing in color many lovely works. Television has taken women on tour through museums in various cities. Radio has brought better music to their attention.

The growth of interest and the rise in taste in the arts is reflected in these various figures: In 1955, 40 per cent of the records sold were classical; over 50 million dollars were spent attending concerts; more money was spent on concert music—admissions, recordings, sheet music, and so on—than was spent on *all* spectator sports. In 1956 membership in record clubs totaled almost 5 million. At least fourteen radio stations in the country played exclusively classical and semiclassical music. It was estimated that 28 million Americans owned musical instruments. Attendance at museums reached a high of 60 million people. Loan exhibits of foreign art collections were very well attended.

In 1955, the changing taste was strikingly demonstrated at the Carnegie Institute, Department of Fine Arts, Pittsburgh, where the public picks its favorite painting. For the first time in the museum's history, the favorite was a modern abstraction rather than a traditional, realistic landscape or portrait.

The arts are going to interest only a limited number of women. But in some cases successful tie-ins can be made between products and these interests. Certainly when featured in any way, whether major or minor, artistic interests should reflect the rising taste.

THOUGH NOT NATURALLY INCLINED TOWARD TRAVEL, WOMEN'S INTEREST IS GREATLY INCREASING

Travel, as a subject, generally rates low in attracting women's interest—considerably lower than with men. Advertising studies into product and picture interests in magazine and newspaper media find

travel way down the list with women. In psychological investigations of adolescents' reading preferences, travel and exploration stand firmly entrenched on the boys' lists, but are missing from the girls' lists. Adult males also show more interest in books about foreign countries than women do. Over half of the passports for foreign travel have consistently been issued to men—but this fact may very well be due to many men traveling on business.

Despite the comparatively low interest evidenced in these studies, women are traveling a great deal. Increased and longer vacations with pay, special family rates have given wives and single women the opportunity to go on trips. Greater knowledge of other places and better transportation have given women more incentive to go. In 1956, an estimated 1¼ million Americans traveled outside the United States—a great many of them housewives and secretaries—and spent approximately 2 billion dollars. This does not count the 9 million or so Americans who traveled in Canada, Mexico, and the Caribbean. Within the United States millions more Americans were traveling on long and short trips—largely by car. The national parks attracted the largest number of vacationers—mostly in family groups. Women were thought to comprise 50 to 80 per cent of the packaged trip and tour business and to have the dominant influence in the kind of tour and its destination, especially in the upper-income groups.

When women do travel or desire to travel, their reasons and the things they look for are probably different than men's. Usually they want not adventure, but romance. They desire an escape from their workaday lives into a romantic world. Also, through travel, women gain a certain amount of prestige and personal satisfaction. They have a trip to talk about, feel they have received educational benefits, and stand out from their neighbors.

While they are looking for romance in travel, women are at the same time looking for a feeling of security. They want comforts and ease—a feeling of being at home away from home, only better—rather than roughing it in the backwoods. This probably accounts for women's liking of packaged tours. The travel agent has planned their tickets and room reservations, so they feel certain and secure.

For many women, there is a certain amount of fear connected with travel. They are afraid when their husbands go on a trip that they won't come back safely. This factor may be one of the reasons women have shown a low interest in travel. Due to these feminine fears,

several companies connected with methods of travel have stressed the safe arrival home.

So actually women's lack of enthusiasm for travel as reported in product studies may be due in part to the way in which travel is presented to them. For in a 1956 survey of 15,253 women in thirty-three states by the YWCA, the majority of women interviewed reported travel as the thing most wanted. When travel is presented from a feminine viewpoint—that is, tied up with romance and social prestige, as well as security—it can create great enthusiasm with women. Realizing this, some of the airlines have added female members to their staffs for the purpose of helping women plan their trips.

WOMEN'S INTEREST IN TWO AREAS OF THEIR LIVES—BUSINESS AND AUTOMOBILES—STEMS FROM NECESSITY

In quite recent years, two new elements have entered women's lives—business, with all its financial ramifications, and the automobile. Both have considerably changed the way today's women act and think. Where they once had little or no interest in these matters, women now have daily contact with both.

Business and automobiles, although they seem unrelated subjects, have one important thing in common. They are in general poor attention-getters with today's women. Advertising and psychological studies confirm women's low interest in business and finance. The business and financial pages of newspapers are read by few women as compared to the general news and women's pages. Money and business are consistently two of the top three topics of conversation among men in the various psychological studies, but are not found at all in the top five conversation topics with women. Studies of product interests and picture interests of women show cars and business close to the bottom of the scale.

In an experiment by Packard, women's relative lack of interest in cars was dramatically pointed out. An advertisement was run in *Life, Collier's,* and *The Saturday Evening Post,* in which the Packard car and slogan appeared but the name Packard was not given. Daniel Starch made a study of the advertisement among readers and found that 70 per cent of the men but only 28 per cent of the women correctly identified the car as Packard.

However, today's women do have a growing interest in and attach an importance to these two areas—mainly through necessity. Their interest is not in these areas as such—but their attention is attracted when these subjects are personalized and connected to their high natural interests such as home and family. Women's limited but important and growing interest can be seen by looking at these two areas—business and automobiles—separately.

To most women, money, business, finance, insurance, and all like items seem cold and impersonal, having little to do with their lives—a feeling no doubt related to the fact that most women have little aptitude for figures and numbers. But in the last several decades, women have had real control over a great amount of money, have been spending even more, and have gone to work in many fields of business. Through necessity, they have been forced to learn something about business even if it is not naturally interesting to them. A good many women today know how to read the stock market quotations, have developed some sympathy for and understanding of business through working themselves, and are expert shoppers knowing how to make one dollar do the work of two.

But still matters relating to business and finance are more palatable to women when presented from their own point of view—what business means to them and to their families. While many women do not understand the ins and outs of credit plans, they readily accept these financial innovations when they find what credit means to them personally in terms of immediate goods and conveniences.

The insurance field has done a spectacular job of presenting their services from the woman's point of view. They have borrowed interest from the family which rates naturally high with women. They have shown that through themes centered on home, women, and children, insurance advertisements can receive as much attention from women as from men. However, Edward H. Weiss, Chicago advertising executive, pointed out in a speech "Hidden Attitudes Toward Life Insurance," at a North Central Life Advertisers Association meeting, April, 1955, that insurance people are hard put to keep from reminding women of their age and that they are growing older. A fact which often makes women shy away from considering insurance.

The banks have also gone after women's business. To attract homemakers to their doors, they have sponsored giveaways—from lollipops for the children to perfume for the women to trips for the

family. They have in cases redesigned their services and their buildings for women—lounges in which to relax and meet friends, doors easy to push a stroller through, longer hours for working women, sidewalk deposits for those with baby carriages, branches in shopping centers for one-stop convenience are only a few examples.

Women's attention to automobiles is relatively low compared to men's, due in part to their general lack of interest in things mechanical. Also, women are inclined to think of a car mostly as a means of transportation. They do not have as strong a basic urge for being dominant as men have and do not look at a car as a way of achieving power for themselves as men are apt to. In a September, 1956, article for the *Ladies' Home Journal* on "The Differences Between the Sexes" beginning in early childhood, Dr. Benjamin Spock summed up the basic attitudes of men and women toward automobiles: "For a man, a car is obviously a lot more than a convenience. Most of all it is a symbol of his ambition to be a powerful person: in reaching his goals, in competing with other men, in impressing women. This is why men always have the itch to buy a car at least one notch beyond what they can afford. This is why cars keep getting longer in length and higher in horsepower. . . . By contrast, most women have a very down-to-earth attitude about a car: it's simply a means of transportation. There are two exceptions. Some women are eager to have convertibles despite the expense and impracticality. And some women do stop to admire sports cars, the most impractical kind of all. I suppose these interests are romantic."

But of necessity, rather than because of natural interest, women today are paying more attention to automobiles. The number of cars on the road grew from about 28 million in 1946 to an estimated 52 million in 1956. The move from the cities has put women behind the wheel for shopping, visiting, chauffeuring their husbands and children to work and school and play. The car has become almost a second home for many women who spend hours in it.

The last two or three years have seen a growing interest in cars with plenty of extra features, cars in the higher-priced field, and cars of a special type such as station wagons and hard-top convertibles. Exactly how much of this is because of women's interest is hard if not impossible to determine. But their interest has gone far enough to make them a tremendous factor in what style, color, make of automobile is purchased when the family gets ready to buy.

Women's highest attention is gained when automobiles and their various features are presented from an angle designed for women. The automotive industry has borrowed liberally from the field of fashion. They have "fashionized" cars—playing up style and particularly color. Safety and ease of operation have also captured women's interest. In 1957, Fisher Body aimed directly at women with an advertisement headlined "5 Ways to Judge a Body" and showing a woman looking at a car. The five points phrased in women's language read: "(1) Does it shrug off the shakes? (2) How about the ins and outs? (3) Is this a 'skin' you love to touch? (4) Can you see *clear* around the corner? (5) Does it close on a *solid* note?"

Several of the leading women's service magazines have added automotive editors and feature regular items on cars which emphasize safety. In some cases, women's interest in the mechanics of the car has been aroused through careful handling. In 1954, the Alemite Division of Stewart-Warner Corporation began a nation-wide series of car courses for women, called "Gas, Gaskets and Glamour." The classes which included care and maintenance of the car and safe driving attracted large numbers of women. But the series was carefully presented to women in non-technical language.

WOMEN'S INTEREST IN SPORTS AND MECHANICAL OBJECTS IS EXTREMELY LOW BUT CAN BE CULTIVATED

Sports and mechanical operations such as power tools are definitely not among the natural interests and enthusiasms of women today. Sports and mechanics rank at the bottom of women's lists when measured by product, picture, and reading interests in magazines and newspapers. Women's magazines find that stories with sports backgrounds fail miserably with women. These items are *not* found among their main topics of conversation or on lists of favorite books and television programs. As a group, women in no way indicate general enthusiasm for sports, while the exact reverse is true of men. Sports rates among the top two or three attention-getters with men, and mechanical objects and interests have a large male following too.

Women's lack of interest in sports does not mean they have absolutely no interest. Today's women have progressed far from the bicycling and badminton prescribed for women in the early part of

the century. Most of today's women have grown up swimming or playing tennis or some other active sport, but most often they lose interest in these as they grow into womanhood from adolescence. Still, there is a Woman's International Bowling Congress, and in 1955 it was estimated over 17 per cent of the nation's golfers were women. In 1957, an arms company marketed shotguns in bright colors to attract an estimated 400,000 women hunters and lure new female prospects. Presently many women are finding new enthusiasm for boating with their families—and fishing has its attractions for them too.

Sporting events usually attract more men than women. Women's attendance usually is for social reasons—though their presence also affects men and adds much of the glamour to sporting events. Many women do show interest in specific events on radio and television. In fact, television has probably done a great deal to create more interest in sports with women. A 1957 television survey reported almost 30 per cent of baseball viewers were women.

While sports do not serve as good attention-getters with women, women's interest can be attracted to them in greater than average numbers. But to do this, sports have generally been connected to some other womanly enthusiasm—such as beauty and family fun or by being projected from a woman's point of view. At least a woman must play some part in the picture presented.

Today's women's interest in mechanical things is also greater than their grandmothers'—though it is still limited. Appliances, automobiles, do-it-yourself projects have forced them to come into some contact with things mechanical. In many cases they need to learn at least the fundamentals of mechanical operation.

But women are interested in *what* a machine does rather than in *how* it does it. Suppose, for instance, a couple buys a new washing machine. At first, the husband is very much interested in it. He may even do the wash a couple of times to see how the machine works. The wife is just as enthusiastic about it—but she thinks of the time and work it will save her. She is interested in working it to see just how clean her clothes will be. The mechanics of the thing hold little or no interest for her.

So, in attracting women's attention to mechanical devices, the end result is the important thing to emphasize. The intricacies of the

motor or the subtle improvements in operation over last year's model or diagrams of the inner works have little power for attracting women's attention. This usually holds true of the workings of any product—how wool fiber is constructed, how a bakery's kitchen has been improved, and so forth are of little importance to women.

FEMININE GUIDEPOST

In addition to their natural interests, today's women have a large group of cultivated interests which are growing and broadening. These interests do not rate extremely high with women, but their attention can be greatly increased when these cultivated interests are related to their natural interests of home, family, and self.

1. Cleaning and caring for the home receive little enthusiasm from women because they are jobs of isolation and lack creativity. The products and services connected with these duties are low in attention value, though newness and time-saving qualities may create interest. Sales stories building positive emotions, increasing women's self-esteem, and adding social value to these duties seem to fare best.
2. Politics and community life do not rate as top attention-getters with today's women though their interest in these areas is definitely growing. Social activities fare better but there is some indication that this society interest has lessened since World War II. The interest in religion is rising but must be carefully approached. But today's women do have these broader activities outside of home, which enlarge their areas of concern.
3. The arts have long held interest for women and are gaining today. A rise in taste in all economic groups can be seen. Sales stories, packaging, product design directly or indirectly involving artistic subjects should reflect the higher taste and broadening interest.
4. Women have a relatively low interest in travel but today are more and more travel-minded. Social prestige and securing esteem from others are often behind women's interest in travel. And they look for romance in travel as well as convenience, ease, and safety. Sales stories playing up convenience and ease and safety should receive increased interest from women.
5. Women are not inclined to be interested in automobiles and

business. But they come in daily contact with these two things through necessity. Their interest is attracted and heightened when these subjects are personalized, feminized, and associated with natural interests such as the family.

6. Women's interest in sports and mechanical objects is extremely low. But today's women are sports-minded in comparison with their grandmothers. Though still not the best means of arousing their interest, sports can be made attractive to women through connection with beauty, family fun, and the like. Through necessity the interest in mechanical objects has grown. But women are more interested in what the machine does than in how it does it.

SECTION 4

WHAT PUTS WOMEN IN THE BUYING FRAME OF MIND?

10

TODAY'S WOMEN'S PATTERNS OF LIVING AND SHOPPING

Powerful indeed is the empire of habit.

PUBLIUS SYRUS

The average woman gets up around seven o'clock in the morning; the majority are asleep by eleven o'clock at night—according to reliable estimates. How do women spend these sixteen or so waking hours a day? What do they do, where do they go—and *why*?

For convenience of discussion women's living patterns—their usual ways of doing things—have been divided into four areas with special emphasis on items important to selling: (1) Women's daily routine has many new variations; (2) their shopping habits have

changed radically in the past decade; (3) buying patterns show how women plan their purchases; (4) spending and saving habits of today's women are unique to these times.

This will largely be a look at trends and patterns in women's living habits, rather than a report of facts and figures as they stand at any certain period of time. For few of the many studies are exactly comparable or matching in their results, though they do point the directions women's living and shopping patterns are taking.

The habits and actions of American women are not as strongly bound by tradition as in many other countries. Women are free to change their ways—and do. Because of mass communication, the innovation of today can become a nationwide custom of tomorrow. New ways and ideas of living take only a few years, and in some cases a few months, to become a part of women's lives.

However, individuals do develop routines in their daily lives—including set patterns of buying—from which they seldom vary. These habits make life easier and more secure. The reason for and method of developing habits were brought out by Wroe Alderson, of Alderson and Sessions, Philadelphia marketing consultants, in an article for the March 4, 1957, *Advertising Age*: ". . . our daily lives are largely made up of useful habits, which help us to avoid an overwhelming volume of decision-making from moment to moment. A useful habit is not so much irrational as non-rational. It is not opposed to reason but can operate without the active intervention of reason. A rational being can properly make a decision to cultivate useful habits as a way of economizing psychic energy. There are some routines that have the force of habit but never become entirely automatic. This is certainly true of the so-called buying habits."

Many long-established habits and deeply rooted patterns are difficult, even next to impossible, to break without powerful forces influencing them. Few products have had as powerful an effect on changing customs as did the automobile. So, oftentimes a product or service must follow the trends rather than trying to change them. For instance, public transportation within cities slowly declined as the automobile became a necessity to everyone. In an effort to measure up to the automobile's convenience, some transportation services have offered special services such as door-to-door delivery.

Knowing women's patterns of living and keeping up with the

changes is, of course, an important part of selling. Especially valuable is knowing when and where and if to approach women. For instance, through surveys and personal experience the liquor stores in the mid-1950s realized that women were doing a great deal of buying on their regular trips to the grocery or while doing their errands during the day. So stores and displays were often designed to be more attractive to women.

Knowledge of how women spend their time, what they are actually doing, is valuable in selling for it indicates to some extent women's interests and helps in the timing of sales messages. For instance, Friday morning is big grocery time so it is a relatively poor time for door-to-door salesmen to make calls. But early that morning is a good time for food stores to present their advertising messages.

Knowledge of current habits is also helpful in building a personality around goods and services and retailing establishments. In women's living and shopping habits are found the basic elements necessary to a product or service which seeks to be attractive and marketable to women.

WOMEN'S DAILY ROUTINE HAS MANY NEW VARIATIONS

The way of life of today's American woman is completely unique—a fact which can be seen more clearly by looking at the customs of present-day French women. The typical French woman has few or no modern cleaning appliances or aids. She does not cook with prepared foods either canned *or* frozen. She more than likely serves a big meal to her husband at lunch time as well as at dinner, because he comes home to both meals. Dinner is on time and in the dining room. Contrary to general opinion, she either can't afford or can't find servants. Delivery service is virtually unheard of. She shops every day—buying in highly specialized stores. It is estimated that the number of hours she spends in housekeeping a year totals months longer than those spent by an average American housewife. Everything the French woman does centers about her home and is designed to please her husband.

In contrast, American women go about their daily activities in an informal way. They do their work wearing blue jeans or smoking cigarettes to a background of the radio, television, or phonograph. They do not stand on ceremony and rituals do not regulate their

manner of living. Friends drop in at all hours with no specific invitation or advance notice. They fit into the situation as they find it. They drink coffee in the kitchen or watch TV or help peel potatoes. An invitation to a supper party is issued over the telephone. And buffet entertaining is frequently the style. The time of family meals may vary greatly—often different members of the family eat at different times. Eating is done all over the house—in the kitchen, by the television, sometimes in the yard. Family relations are unceremonious and casual. The extremely courteous and polite conventions between parents and children are things of the past. Though many of the same basic jobs are the same, cleaning the house, preparing food, washing clothes, the amount of time American women spend on them is often quite different from French women. For American women use home appliances, convenience and fresh foods, packaged cleansers, and the like.

MOST OF WOMEN'S TIME GOES TO HOMEMAKING—BUT THERE ARE NEW DIMENSIONS. The variations in the way individual women spend their time in homemaking are, of course, tremendous. But over set periods of time, there are many similarities in the things done each day, week, month, or year. Various studies have been made by corporations, colleges, and fact-finders into the daily and weekly activities of women with detailed reports on the time spent in all areas. These analyses of time are fairly consistent in their findings and serve as the basis for most of the conclusions drawn here.

The various homemaking jobs are the most nearly universal of all the daily activities. Most women, whether single or married, having children or not, working in business or at home, spend time each day on homemaking tasks—preparing food, caring for home and clothes. The full-time housewife naturally spends the greater part of her day at these jobs. *Retailing Daily* in a January 3, 1955, article estimated that a typical housewife cooked more than 57,000 meals in her lifetime, washed 26,200 dishes a year, and walked more than 300 miles a year in her own home. Household jobs take almost as much effort for the working wife, though the better portion of her daytime activities is outside the home. The single woman undoubtedly doesn't spend as much time on household duties as the married full-time housewife or working wife with a family, though few studies have been made into single women's household activities.

For all of these women, homemaking is taking on new dimensions. First, though homemaking is still the number one time-consumer, the amount of time spent on routine household tasks is gradually diminishing. Not only do women spend less time on homemaking, but they show a desire to decrease even further the time taken in doing housework. This is evident in their selection of ready-to-use and time-saving products and services. In fact, they have come to expect these time-saving benefits in everything they purchase—built-in pluses that are essential to their living.

Second, the demands on women's time are changing. Women are finding the homemaking job more and more that of a manager rather than of a worker. Appliances, for instance, do much of the heavy work, and women's job is to run them and keep them in working condition. Women's financial responsibilities have also increased. They may actually be contributing to the family income or managing the entire family budget—not just the grocery money. As automation increases in the home, women's jobs will in like proportion become more managerial.

Third, in homemaking the luxuries are becoming necessities. In 1956, the majority of women lived in a home they owned or were in the process of buying. Almost 99 per cent of houses were wired for electricity and nine out of ten had running water. Most women were helped by appliances of one sort or another. The stove, refrigerator, electric iron, and vacuum cleaner were the appliances owned by the great majority of women. Washing machines numbered over 38 million. It was estimated that in the year 1956 alone, over 6 million electric fry pans and 2½ million portable food mixers were sold. But far less than half of American homes were equipped with clothes dryers, deep freezes, air conditioners—the more expensive and specialized items.

Most women today expect to have a great number of these things as a matter of course. They follow their daily routine without a thought of how wonderful it is to have strained baby food instead of having to fix it themselves or how clean and sweet-smelling packaged soaps are. They have either always known these things or have had them so long that they are no longer wonders to be marveled at.

A look at each of the homemaking tasks individually will show how these new dimensions are changing women's lives—sometimes only slowly, sometimes more drastically.

Food—marketing, preparing, serving, cleaning up—takes more time than any other homemaking job. For almost all women it is a task which comes at fairly regular hours two or three times a day. Marketing is about a twice-a-week event with most women, with perhaps a pickup trip in between. In most cities, Friday is the biggest marketing day.

Today the actual preparation of food takes women less time than it did twenty or thirty years ago. But it still consumes between one and two hours a day on an average. Appliances, special soaps and detergents, new paper products, and the like have made all food jobs easier.

Prepared foods are the biggest time-savers. Tests by the United States Department of Agriculture found meals primarily made with ready-to-serve foods took only one-fourth as much time as meals in which most of the preparation was done in the kitchen. Meals using partially prepared foods took only one-half the time of meals completely prepared at home.

But to date the average homemaker has used convenience foods only to a limited extent. These foods have a place—but have by no means replaced the conventional foods. Cost and taste are responsible for this fact. In 1956, the majority of homemakers used canned foods regularly—though a majority did not use them every day. The number using frozen foods of any type regularly is much lower—estimated to be under one-fourth. In the case of orange juice, for instance, according to a 1955 survey, *Food Consumption of Households in the United States,* by the Department of Agriculture, one-fifth of all households reported using frozen concentrated orange juice the week of the interview. One-half of the households used fresh oranges and one-fifth used canned citrus juice.

Women's food jobs have also been lightened by more eating out. The amount spent for meals and beverages consumed away from home in 1955 was about four times greater than the 1935–1939 average. In 1956, approximately 16 billion dollars were spent on eating out—one out of every four meals served was eaten away from home. Also, today, meals can be purchased in a restaurant or store completely prepared and taken home to be eaten.

Women themselves are contributing to the trend by simplifying their food chores. A light rather than a heavy breakfast is probably served in well over half of today's homes. Estimates of the number

of women who do *not* prepare breakfast for their families run extremely high. Few big-city husbands come home at midday so women usually fix a quick snack for themselves and the children. Dinners usually involve two or three courses—often skipping a first course or a salad. Meals are apt to be served informally in the breakfast nook or kitchen or at a modestly set table. Most women still bake pies and cakes and cookies, but often these are made with simplified products or ready-mixes. And women generally bake only once or twice or possibly three times a month instead of having a regular baking day once a week as in the past. Few urban women bake bread or preserve foods—even occasionally.

The housekeeping chores—such as cleaning, dusting, straightening up, and making beds—rank next to food in the amount of women's household time consumed. It is estimated they take one-fourth (or under) of the full-time housewife's time in the house. But the time spent on these jobs has been cut dramatically in recent decades. In the time study by Elizabeth Wiegand under the sponsorship of Cornell University, it was found that between 1936 and 1952 the share of women's homemaking time used for care of the house dropped from 33 per cent to 18 per cent. Appliances and improved products—and possibly a trend toward smaller homes—have cut the time needed for these duties.

Most women do the little picking and straightening up jobs every day. Many women, probably over half, have a house-cleaning schedule though it is flexible and varies greatly with individuals rather than being a set pattern for all women. According to the analysis of *The Homemaking Habits of the Working Wife* by General Electric Company, 61 per cent of the working wives and 43 per cent of the full-time housewives interviewed did their thorough cleaning all on one day; 18 per cent of the working wives and 32 per cent of the full-time housewives did two or three rooms at a time. The remainder spread it out, doing one room at a time. The working wives did a good bit of their cleaning after work or on days off. With this varied pattern there seems to be no sure way of knowing what time of the day or week women will be cleaning in order to time sales and advertising by broadcasting media exactly—as can be done in a general way with food products due to the comparative regularity of meals.

Care of clothes also takes a portion of women's homemaking time —an average of eight or ten hours a week. Even with the help of

washing machines, home ironers, dryers, better cleaning agents, and commercial laundries, clothes are a big time-consumer with women each week. The time spent has remained high through the years. For as new products made care easier the standards of cleanliness also rose proportionately. In the majority of homes, washing, ironing, and mending clothes are weekly or semiweekly rather than daily jobs—though the ownership of appliances and the number of children in the family affects the frequency. Generally, the first of the week is the biggest washing and ironing time. The early morning hours are most popular for washing and the early afternoon for ironing—though working women usually iron in the early evening.

Care of family members—unless there are small children or invalids in the family—requires only a small amount of women's time in comparison to the other regular household tasks. When there are small children, much of the homemakers' time is consumed with them—leaving little time for anything but the necessities.

TODAY'S WOMEN ARE ON THE GO. During the course of their day most women leave their homes—more often and to a greater extent than their grandmothers or mothers. They are continually drawn out of their homes—to go to work, to go to a meeting, to pick up something at the store, to drop the children at school, to meet the train or bus, to get their husbands from work, to visit a friend miles away. They take long vacations and week-end trips—especially in the summer.

In 1957, 22 million women went to work—either part-time or full-time. For the better portion of their day, these working women are away from their homes. During the daytime, they have little time for anything else but their jobs.

Other women have several free hours during the day or evening from necessary household and family jobs or work demands. The leisurely parts of their days are midafternoons and evenings after eight. What women do in these extra hours depends a good deal on their individual interests. They often stay home and relax or read or watch television or listen to the radio. But much of this time, too, is spent in visiting friends, doing some sort of community work, and occasionally taking in a movie.

Many women do their community work in the daytime, but the regular meeting nights most often fall on Tuesday, Wednesday, and Thursday—and many church activities on Sunday. Most of the enter-

taining and going out, such as to movies, are done on the week end. Sunday is the biggest day for visiting friends.

The automobile is in greatest part responsible for today's women's mobility. It enabled them to get from place to place and make many contacts. It also partially brought about decentralization of cities—and a car became a necessity for women in the outer communities due to their remoteness.

In many cases the care is almost a second home for women, for they are required to spend so many hours in it. An *American Home Reader Consumer Panel*, May, 1956, found that in one-car families, the husbands still did more driving than the wives, but there was a definite trend toward women handling the car more often. Stores, friends' homes, and churches were women's major destinations in the car. Women's broader views and contacts, due to their mobility, cannot be overlooked in selling any product. Women are generally better informed, less easily fooled due to these wider concepts. They can be approached in a more sophisticated manner.

Women's times of leisure and outside activity indicate when and where to reach them with sales messages—though only in a general way. That is, when more women would likely be listening to the car radio, or watching television, or be at home to answer their doorbell.

Also, many products can be designed and promoted with a view toward women's use in a car or in traveling—comfortable clothes for traveling, windproof lighters, boxes of facial tissues that attach to the car, special hampers for carrying food and serving it as well, to name just a few.

TODAY'S WOMEN KEEP IN TOUCH—THROUGH READING, RADIO, AND TELEVISION. One way or another the various means of communication figure in women's daily routine. Reading magazines and newspapers, listening to the radio, watching television are among women's top leisure interests. These media are also important to the working day of women—serving as company or as a useful guide in buying. How and when women keep in touch through each of these media is, of course, important in selling.

Most women have a radio in their home and often more than one. In 1956, an estimated 50½ million homes had radios in operation and 42 million of these had second sets. In addition, about 34 million automobiles were believed to be equipped with radios. Women listen in the kitchen, a favorite spot, or in the bedroom, or in the car. Less

listening seems to be done in the living room today for radio has become an individual rather than a family affair. Women turn on the radio while they wash the dishes, make the beds, drive the children to school—sit down and give individual attention to a favorite program. Daytime radio is popular with women. Morning listening went down in the early 1950s due to television, but by 1955 had begun climbing again. Ordinarily, during the evening, far fewer women are listening than during the day.

About three homes in four had television sets in 1956 and women had proved themselves to be bigger fans than men. The Eighth Annual Videotown study in 1955, by Cunningham and Walsh, Inc., found 92 per cent of all wives questioned had their sets on sometime during the day or evening. The average viewing time for all women was three and three-quarter hours a day.

Nighttime finds the most women, as well as men, in front of their sets—the hours from eight to ten seeming to be the most popular. Daytime television has not been as popular with women—especially the morning—but afternoon viewing has been on the rise. In a report from the National Broadcasting Company, *Television's Daytime Profile,* it was estimated that over one-third of all women viewed daytime television and that 20 per cent of these watched five days a week. There is every indication that many women rearrange their daily schedules to include favorite television programs. Rather than spreading their work out over the day, they concentrate it into a few hours; then they are free when a special program comes on.

Some believe that women often turn on their television set—as they do their radio—while they are working about the house and give it only divided attention. They may be just listening rather than watching. For instance, a 1955 study by Joseph M. Ripley, Jr., at Ohio State University on "Levels of Attention of Women Listeners to Daytime and Evening Television Programs in Columbus, Ohio," found that only a relatively small number of women with television tuned in were giving it their full attention. During the daytime, only 32 per cent were giving their undivided attention. About 28 per cent were in the same room with the television set, but also doing something else. The remaining 40 per cent were in another room. At nighttime many more women gave full attention to the program that was tuned in. However, this is one of the few studies into the subject of attention, so this point is most controversial.

Newspaper reading takes up a portion of most women's time during the day. Surveys on newspaper habits vary—ranging from estimates of 80 per cent to 95 per cent of women reading a paper each day. The Advertising Research Foundation in their continuing study of newspaper reading found that nineteen out of twenty women reading newspapers also read one or more display advertisements. Further testimony to the fact that women find newspaper advertisements of interest and value came during a newspaper strike in New York City. According to a survey cited by John Barry in "Working Women," an article for *Advertising Agency Magazine*, some 54 per cent of the women interviewed on the subject indicated that they missed the advertisements more than anything else in the paper. They named advertisements as their top source of information on food, clothes, and so forth.

That women spend some of their leisure reading magazines is well known. It is estimated many million women a month read service magazines. They also form a large portion of the audience of other general magazines. Information on what times of day, week, or month women do the most reading is lacking. But there is evidence of thorough readership of the women's magazines particularly. A great many women clip the magazines for specific information or save the issues for future reference.

Usually, women's magazines are delivered by mail or brought home by a male member of the family—for women seem to form the smaller portion of newsstand buyers. However, now that magazines are sold in many supermarkets (8,500 in 1956), women will probably become bigger purchasers—as well as readers—of all types of magazines.

WOMEN'S SHOPPING CUSTOMS HAVE CHANGED RADICALLY IN THE PAST DECADE

With the extensive changes in women's lives in the past fifty years have come equally broad changes in their shopping customs. The most basic patterns—where today's women shop, when they shop, how and with whom they shop—show radically different trends from the slower, less mechanized shopping habits of the turn-of-the-century women.

The forces behind the new shopping customs are many and power-

ful. The automobile brought changes such as fewer but bigger shopping trips by women and the parking problems for shoppers and retailers. Great numbers of working women meant, among other things, night and Sunday shopping. Rising income gave women the opportunity to make more purchases. The generally high quality of all products on the market made women more attentive to extras in products and stores such as attractiveness and convenience. Greater freedom for women sent them into new areas—such as the liquor store and the service station—and gave them more control over the family purse strings. An emphasis on children caused women to patronize stores catering to or specializing in items for children. To take one example, children's shoe stores increased sales over 85 per cent between 1948 and 1954. Modern appliances led women to drop the ice house and flock to the discount house. The desire for convenience has meant air conditioning, escalators, baby sitters for the children, and many other extras in department stores.

These are only a few of the forces behind the changes in shopping customs. A closer look will serve to show exactly what today's women are doing—and why.

WHERE THEY SHOP. The majority of women show a decided inclination to pick a favorite store and remain loyal to it. They do far less shopping around than is generally imagined. Various studies into women's shopping attitudes and habits consistently show they rely on only one or two stores for each type of goods or service. For instance, Alderson and Sessions made a study of the shopping habits of sixty-one women in a simulated store clinic. They found 87 per cent of the women bought small, usual purchases in the *first* store they visited and 50 per cent bought *expensive* items in the *first* store they entered without making other comparison. A study entitled, *1,050 Women Can't Be Wrong*, by The Tulsa Broadcasting Company, Oklahoma, showed 70 per cent of the women interviewed used one regular service station. *The Cincinnati Enquirer*, in an April, 1956, *Swifton Shopping Center Survey* of 300 women, found almost 70 per cent shopped primarily in only two downtown department stores. Only one-fifth of the women even mentioned shopping a third store.

Convenience and locality play the major part in the stores women choose. They want the grocery to be nearby or on the way home from work. They want a department store they can hop over to in a hurry without a lot of bother. They want the hardware store and the cleaner

near their grocery so they can make just one trip. And, very importantly, they want easy access to the store. That is, plenty of parking, no busy streets to cross, no dangerous intersections, and the like.

But the reasons women remain loyal or pick one place of equal convenience over another lies partially in their mental characteristics. Women personalize situations and identify themselves with many things about them. They choose stores which fit closely into their own personalities and lives. The types of stores women are patronizing today parallel their contemporary needs and way of life—and represent important trends for every person selling to these women to recognize. These preferences are of value not just in retailing but in the distribution of goods. For instance, the growing number of women buying cosmetics and toiletries in groceries as well as in drugstores and department stores caused reorganization of the distribution of many of these products.

A major shopping trend, and one which has been in progress for many years, is women's liking for *big* stores. When location and convenience are equal, they will usually pick a large store over a medium-sized one. Women are shopping in block-wide department stores, tremendous supermarkets, gigantic chain drugstores, and service stations with ten to twenty gasoline pumps.

The appeal of bigger and bigger stores has been true in every field, though the very specialized stores have fared better than the in-betweens. For instance, sales in the grocery and auto fields have grown steadily, but the actual number of outlets has decreased in recent years. The actual floor space of supermarkets has greatly increased. The average new store built in the first half of 1956 was estimated to be 3,000 square feet larger than that built in 1953. In 1956, supermarkets sold over 62 per cent of all grocery volume as compared with about 30 per cent in 1948. Food stores rather than bakeries sold over 50 per cent of all baked goods in 1956, according to estimates, and even found success with higher-priced lines such as Sara Lee cakes and cookies. The liking for larger stores was also evidenced in *Seventeen* magazine's 1956 reader report that six out of seven women buy lingerie in department stores rather than in specialty shops.

Big stores offer two important pluses—variety and dependability. Women's special desire for variety has already been pointed out.

And in large stores they find a great range of price, type, brand, packaging, and size. In the large variety store, they may find as many as twenty or thirty shades of blue thread in various fibers and weights. In a tremendous department store, they may choose from literally hundreds of dresses in every style and color for every occasion. In a giant supermarket, they may buy food items ranging from caviar to instant pudding to a bag of potatoes and a variety of other goods such as drug items, liquor, and records.

Through sheer size, tremendous stores give women a feeling of reliability and dependability that small stores often lack. Most women feel that if a store is big it will stock only quality merchandise. They feel they won't have any trouble with returning purchases—or if a product is faulty, the big store can afford to make it good. As one woman shopper remarked in a *Family Circle* magazine motivation report on supermarkets, "After you get used to these big, slick, efficient stores the others don't seem the same."

Along with their liking for large stores, women show a decided preference for self-service stores. With self-service, women feel free to take their time in choosing and can browse uninhibited. They are under no pressure to buy. There is no sales person who might make them feel self-conscious or inadequate. Shopping is more leisurely under the help-yourself system and women often buy more than they had planned to. However, it should be pointed out that in some cases self-service has not been readily accepted at first. For in some areas women feel they need advice and assistance when they buy. And in some cases self-service has been associated with lesser quality—a feeling that is hard to overcome. With meats, for example, many women were not, and still are not, ready to buy them prepackaged rather than from a trusted butcher.

Another fast-growing trend is women's patronage of stores and shopping areas offering one-stop convenience. This desire for easily chalking off many and varied items on a shopping list has taken hold since World War II and is fast becoming the major element in women's shopping. Individual stores often stock varied and in many cases non-related items—as a means for luring women into their stores, and also usually for making profit. By the mid-1950s, some gasoline stations were selling milk and ice—more and more large groceries carried a variety of items such as beauty and health products, magazines, household supplies, and toys—large chain drug-

stores were even known to sell appliances—and the variety store became even more varied, selling major clothing and household items. While women sometimes resisted these foreign elements, the sheer weight of convenience won most of them over.

The shopping center, made possible and necessary by the automobile, has been one very important answer to the desires for one-stop convenience and variety. The typical shopping center offers women a complete line of services—from food to hardware to clothing to bakery to bank—side by side, so they need make only one trip. In 1952, there were only about 100 organized shopping centers. By the fall of 1956, there were an estimated 2,000 in operation and another 2,000 planned for the immediate future.

Women are also seeking convenience of location in all types of stores, as they have always done in food stores. With the move to the suburbs has come a decentralization of stores away from the town or city business district to shopping centers and outlying city locations. Some downtown stores have not only opened branches in suburbia but developed their main stores in these areas. According to government figures, national retail sales rose 32 per cent between 1948 and 1954—but in the same period the sales of downtown stores grew only 1.4 per cent.

With so many stores offering bigness and variety, self-service, one-stop convenience, and good location, the "extras" are often the deciding factor in capturing women's loyalty. In their shopping, women are attracted by stores which offer such added features as easy parking, special lighting, soft music, air conditioning, carry-to-the-car service, home delivery, easy check-out, baby sitters, space and attractive layout, and so on. It is interesting to note that when questioned on surveys, women do not rate these items as of prime importance in their choice of stores. But if they are inconvenienced by any of them—such as parking or crowded aisles—women become quite irritated.

Other major shopping changes are the growing acceptance of outdoor retailing and mechanical selling. These offer the answer to women's desire for quickness and ease in shopping. The door-to-door salesman, one of the oldest outdoor selling methods, is doing better than ever before. The number of non-retailing establishments which use door-to-door salesmen increased from an estimated 4,917 in 1948 to 78,508 in 1954. Many companies such as Avon Products and

Fuller Brush Company are among the top names in their field due to the convenience and personal service inherent in this method.

Women are also buying a good deal from the vending machine—an important mechanical element in increased outdoor selling, offering convenience of location and continuous service. Women find and use vending machines in apartment houses, factories, parking lots, store windows, airports, bus and train stations, post offices—in short, almost everywhere. They buy a variety of goods from soft drinks and cigarettes and stamps to books, fresh fruit, insurance, bread, and hot drinks. A unique mechanical variation which appeared in 1956 was the "talking" post office box. Located on the street corner, this mail box, connected to a main post office, answered any questions customers might ask. The near future promises many mechanical innovations—such as the chance to buy a complete, hot meal from a highway machine while on a trip.

Women, who are more and more behind the wheel of a car, have shown a decided liking for drive-in or curb service. Eating places have long used this system, but it is also proving successful for banks, dry cleaners, laundries, and the like.

A final and obvious, but sometimes overlooked, consideration is women's entrance into many kinds of stores they never before frequented. Today, as compared with short years ago, men's clothing stores, liquor stores, tobacco shops, service stations, and hardware stores have great numbers of women customers. This has necessitated promoting the products sold in these stores to women. And in some cases the retail establishments themselves have been redesigned for women. For instance, Cities Service found that women shied away from service stations which had narrow lanes or looked crowded—apparently for fear of bumping fenders. So their new stations are built with wide driveways and have a feeling of spaciousness.

All of these trends are important factors in the shopping habits of mid-century women. But technical improvements promise to bring new and vital changes within a short time. So it is a subject which must be constantly analyzed and studied in order to keep up to date.

WHEN THEY SHOP. The "when" of women's shopping has undergone as many changes as the "where." A striking difference between the shopping habits of the women of the 1930s or 1940s and today's women is how often they go to retail stores. The number of shop-

ping trips a week or month to the grocery, drugstore, department store, and so on has been continually decreasing.

Women are making fewer shopping trips but generally making much bigger purchases each time. For example, when it comes to food, a daily necessity, the great majority of women make one to three trips a week to grocery stores, which average out to two a week. Women who go to the food store every day are becoming a rarity. On these twice-a-week trips to the grocer, women come out of the store virtually laden with goods. A survey on *Today's Purchases in Super Markets* by Du Pont, found that in 1955 each customer averaged 12.7 items as compared with 8.6 items in 1949—about a quarter increase in a matter of six years. This is partially because women today have more money and are more conscious of food. And with modern refrigeration and better packaging they are able to buy well in advance. But also responsible is the fact that women twice a week, they get what they *might* need *now*—instead of taking *don't* put off buying until tomorrow. When they shop only once or a chance on being caught short.

In some cases, women's infrequent shopping has made a difference in the type of packaging. For instance, family-sized soft drinks and half-gallon containers of milk and ice cream have become best sellers. In many household items and some toiletries, the larger-sized packages predominate. Larger families and economy account for some of this, but the trend toward fewer shopping trips features as a primary reason too.

Though they are shopping less frequently, women show a desire to be able to shop at any time the need or fancy strikes them. They like to be able to buy what they want seven days a week and twenty-four hours a day—but their favorite shopping time is still in the morning.

Evening shopping has shown a continual rise. In some surveys as many as 20 per cent of the women interviewed said they do *all* their shopping in the evening while about 50 per cent indicate occasional night shopping. For several years, evening shoppers were largely young women and working women, but the custom is spreading to women in all age brackets. It is a good guess that a man to help carry the bundles accounts for part of this.

Sunday shopping has also been on the rise, especially in the western part of the country. But to date it does not account for a very

large percentage of over-all sales. Many women have indicated disapproval of stores being open on Sunday. A continuing four-city survey of *Super Market Shoppers, Their Buying Habits and Attitudes* by Burgoyne Grocery and Drug Index, Inc., in 1956 found 41.7 per cent of the people interviewed disapproved of supermarkets being open on Sunday. However, the number reacting negatively varied widely from city to city.

Many retailers have found that they can meet women's demand for longer shopping hours through mechanical devices rather than by adding the expense of longer store hours. Bakeries have experimented with automatic vending machines in their store windows and some groceries have sidewalk vending machines providing milk, bread, and the like.

The most popular day of the week with women for shopping has also changed. Several years ago, Saturday was the biggest day for most stores—both sales- and traffic-wise. Today most of these stores find more women come and spend more money on Friday than any other day of the week—with Saturday being their second-best day. Women do *comparatively* little shopping during the middle of the week, as a general rule, though Thursday shows signs of becoming a big shopping day. A slight slump in total week-end shopping, despite the rise of Sunday as a shopping day, is probably due to the increased week-end leisure and family recreation.

HOW THEY GO AND WITH WHOM THEY SHOP. Before World War II, there was more than an even chance that a woman walked or rode a streetcar or bus when she went shopping. Today, better than two out of three women do most of their shopping in an automobile. This has meant that women can easily go farther to reach the store they want—and that a good store location no longer depends primarily on its being near public transportation. Large cities like New York, however, are the exceptions. The use of the car for shopping has meant, too, that women are not so concerned with delivery service as they once were. Now they put their purchases in the back of the car and take them home themselves.

When a woman arrives at a store, she very likely has another person with her. Some surveys show as high as two-thirds of women customers accompanied by someone else. It may be one of her children, a close friend, or a female relative, but more and more it is her husband. A 1956 three-state survey by Paul Sayres Co., Inc., food

brokers, indicated that 20 per cent of supermarket customers were couples. The man may have come because his wife had a busy schedule and needed help, or he may very well have come because he was interested.

On the big items, at least, husbands and wives often consult before buying—and in many cases the men go along to help in making the actual purchase. Representative of most studies is the survey by The Tulsa Broadcasting Company in which 71 per cent of married women indicated they buy appliances in the company of their husbands.

BUYING PATTERNS SHOW HOW WOMEN PLAN PURCHASES

Generally women are adventurous and well-informed buyers—being somewhat discriminating and exacting in their choice of products and services. Buying is one of their big jobs—and they set out to do it right. Every person selling to women needs to know—how much planning women do ahead of time? Do they buy by brand? Do today's women buy for seasons and in advance of seasonal needs? How much buying is related to direct need and how much to sales or boredom buying? The answers to these questions are not absolute—are in a constant state of change—but a look at the actual habits of women offers some insight into such motives in buying.

BRAND BUYING BECOMES A PERSONAL MATTER. Women are generally more brand-conscious and do more buying by brand than men. Women's job as main family shopper, the greater amount of time they have to spend in buying, and their tendency to identify themselves closely with all things seems to account for this difference. That women are conscious of brands and put stock in knowing brands was borne out in an analysis of several surveys by Darrell B. Lucas and Stewart H. Britt in *Advertising Psychology and Research.* They cited examples which showed that three out of four people would be willing to pay more for a product backed by a nationally known brand name. If the price of two products were the same, approximately nine out of ten women said they would choose the advertised product in preference to the one that was not.

When women develop a brand preference, they are usually intensely loyal. Most often women won't accept a substitute brand. They will go to the trouble of finding it in another store or wait until

the brand they want is available or possibly not buy at all. The four-city supermarket survey by Burgoyne Grocery and Drug Index, Inc., in 1956 showed: when shoppers found the items they wanted were not avialable, 33.3 per cent of women accepted a substitute; 35.6 per cent went to another store; and 31.1 per cent waited for the item to come in. A study of various outlets made for The Mennen Company in 1956 by Communications Counselors, Inc., found that 78 per cent of customers left without buying if the brand they wanted was not in stock—32 per cent said, "never mind," and 46 per cent specifically said they would go elsewhere.

However, brand loyalty by women tends to differ from one product category to another. In an area where there is little real difference in the quality or performance, such as with cleaning aids, women do not show an inclination to stick to one brand. This is increasingly true in most groups of items due to great choice available.

Women's loyalty to one brand or another seems to vary with regard to its brand image. When the image is strong, women's loyalty is greater. When the image is weak, their loyalty is weak too. With the general high quality of all products and the tremendous number of goods to choose from, the matter of building a brand image in any classification is becoming more difficult—and correspondingly important. It is probably the single element most important in selling today.

For women, the brand image is the sum of all a products' parts—not just a name or picture. A product has personality just as people do. The label, the package, the design, the words, the sales people, the philosophy of the company, the advertising—all parts must add up to a whole, consistent picture of the product. The total image says the product is young or old, warm or cold, good or bad, sad or glad. The product is judged by women in much the same way as they judge the people they meet.

Women's personal feeling about products is reflected in attitudes toward specific brands. A survey made by a large baker on brands of regular white bread concluded that though women did not recognize any special product differences, they had decidedly separate impressions of each brand. These impressions were not based on product quality but came from other sources and involved such ideas as status, nourishment, and warmth.

The power of a complete personality can be seen in a brand such

as Pond's. Even though it is sold in dime stores, Pond's gives the impression of quality due to its association with society women. And in Ivory Soap, which has come to mean youth, freshness, mildness due to long association with babies, a similar personality emerges. Private label brands can be strongly combated through such strong brand images.

A brand is ineffectual unless it has a unique personality, and a consistent personality, much as a character in a play. Brands receiving most loyal support from women today are the ones having strong and unique personalities. For women often see a brand as an extension of themselves—part of their own personality. This can be seen in the fact that people buying the same brands often have similar personality characteristics. A study made for the *Chicago Tribune* by Social Research, Inc., entitled *Automobiles: What They Mean to Americans*, showed the type of person buying each make of car. Those buying the De Soto, for instance, were found to be matrons of the upper-middle class who were conservative, responsible, and proud. And typical Pontiac owners were married women and mothers who were conventional, busy, and sincere. And so on, with those buying any one make of car having many traits in common.

In achieving a strong brand image, a brand does not appeal to everyone. It must take on decided characteristics which help it seek out a special market. Every brand image, however, should offer these personality characteristics which are considered important by most women—confidence, quality, progressiveness.

And most importantly, the brand should have a feminine rather than a masculine personality in order to attract the majority of women. Also, every product has a gender in people's minds. Types and brands of cigarettes, for example, seem strongly feminine or masculine. King-size and filter cigarettes seem more feminine than regular types and are preferred by more women than men. Generally, 1957 surveys from all over the country showed that the top nonfilter brand with men was Camel and that Pall Mall was most popular with women. Through the years, Camel has created for itself a masculine personality by placing an emphasis in its advertising on sports. Pall Mall has emphasized its lighter, more feminine characteristics as well as being one of the first long cigarettes—a more graceful element in itself.

Once women have the idea that a product is masculine or feminine,

of high or low quality, modern or old-fashioned, the feeling is hard to change—though not impossible by any means. The transportation field has done much to change their image from masculine to feminine. Some companies are creating new feminine characteristics to attract women travelers. Their advertising emphasizes fashion, women are featured in their promotions, and their vehicles are decorated to suit women's tastes. The automobile companies have done a great deal to feminize their products through advertising featuring women, stressing points important to women, and designing with color and ease in mind. In the mid-1950s the brewers found out their main buyer, though not consumer, was the young matron. Consequently, they began to feminize their advertising and packaging.

On the other hand, some companies have felt their products too feminine—and have gone after the male market. Marlboro cigarettes tried to change their personality from female to male through the use of masculine, tattooed men in their advertising. It was found that tea had the reputation of being too feminine, perhaps even a "sissy" drink, or only for the sick. So tea advertising was designed to emphasize masculinity and strength—as with the slogans, "Make it hefty, hot and hearty" and "Take Tea and See," by the Tea Council.

Many products and services and stores have been successful in upgrading their personality. Ohrbach's, a large New York department store, changed its connotation from low-priced to quality by moving to a more fashionable location and running sophisticated advertisements. Sacony has also given their $25 suits a feeling of quality with top fashion advertising and such headlines as, "The things money *can't* buy you'll find in a Sacony Suit!"

Many established products have also found it profitable to give their personality a more contemporary feeling. The Quaker Oats Company gave Aunt Jemima, an old-fashioned personality, a modern character with the idea of "perfect pancakes in 10 shakes." The use of a shaker in mixing the product made it news—and also gave it a modern lift of ease and convenience. In order to build a modern personality for raisins, the California Raisin Advisory Board advertising has shown them in happy settings and eaten for themselves alone, not merely used as an ingredient.

IMPULSE BUYING SEEMS TO BE INCREASING. Because of the changing marketing situation, women seem to be buying on impulse and waiting to make their shopping decisions in the store more than ever

before. Many reasons lie behind this increase in impulse or only generally planned buying. Women have more extra money to spend—they have leeway in their budgets for unplanned items and things which are not strictly necessary. They have a more lenient moral view of small pleasures and self-indulgences. The stores themselves have displayed products in a more open and attractive fashion—which serve both as a built-in shopping list and creator of new desires.

Also, with time on their hands and an extra amount of cash in their pocketbooks, women are likely to indulge in leisurely and sometimes unnecessary buying—a kind of "boredom" buying. How much buying is of this nature is impossible to tell exactly, but probably most women buy in this fashion at one time or another. The groups most likely to make a hobby out of this kind of shopping consist of women whose responsibilities are either small or not time-consuming. Middle-aged women whose children are grown are likely to have extra money. Married housewives who have no children and widows who have no families to care for, for instance, are more likely to buy from boredom than younger married women busy with their families or working at a job. These women buy luxuries and expensive novelties for their homes and themselves but also do a good deal of buying for others as well. A grandmother may buy an impractical but luxurious and lovely robe for her two-year-old granddaughter, a wife may buy her husband rich, hand-painted ties at top prices.

Comprehensive figures on impulse buying and the percentage of buying accounted for by in-the-store decisions come mainly from the grocery field. About 70 per cent of supermarket buying is on the spur of the moment, according to complete surveys by several responsible sources. This figure does not mean that seven out of ten purchases in the supermarket are strictly on impulse—for the figure includes generally planned purchases. Women go to the market planning to buy meat and vegetables and cookies, but they often don't decide specifically which kinds or brands until they are in the store. And it should not be overlooked that many, perhaps most, impulse purchases fit into a previously noted need or desire. The 1955 supermarket survey by du Pont is representative. It showed about 70 per cent of purchases to be in-the-store decisions. More specifically, 48 per cent were strictly impulse purchases; 21 per cent generally planned items; 1.8 per cent were substitute purchases; and 29.2 per

cent definitely planned purchases. This same survey reported over 60 per cent of shoppers went to the grocery without a written list—indicating that women today plan their meals in the store using the supermarket signs, promotions, and product displays as reminders of things needed.

Spur-of-the-moment purchases are undoubtedly more usual in supermarkets than in furniture stores or department stores and so on, due to the frequency of shopping and the relatively small cost of each item. But store decision purchases are important in many retail fields and for many products. For instance, a study by the Survey Research Center of the University of Michigan found almost one-fourth of the buying of major household items was done without serious deliberation. And large department stores such as Macy's in New York City offer unadvertised specials in the store which are a great impetus to spur-of-the-moment buying.

With impulse buying so prevalent, brand familiarity, outstanding trade-marks, and packaging design become more important than ever in selling women. Also, in order to capitalize on boredom buying, a product must have some unusual twist—be a conversation piece. It goes without saying that this must be achieved in a subtle manner for it is unlikely that many women would admit to purchasing in this fashion.

SEASONAL AND SPECIAL-OCCASION BUYING ARE HARD TO CHANGE—BUT ARE GRADUALLY DECREASING. The weather is, and always has been, a favorite topic of interest and conversation for it has a tremendous effect on daily living. The weather of the mid-1950s—violent hurricanes, disastrous floods, cold summers, hard winters, droughts—put a special emphasis on the weather and made many feel slightly uneasy about the unpredictable, uncontrollable elements. Women especially are sensitive to the environment, and changes in the weather bring changes in their moods and feelings. They make seasonal adjustments in their homes and buying which become hard and fast habits—lasting even after the needs are gone.

Seasonal buying has by no means disappeared, but it is a far less important factor in women's shopping patterns today than with the women of ten or twenty years ago. Mechanical controls of the weather and new living conditions have contributed to these changes. For instance, more women today shop in the summertime because the stores are air-conditioned, so their buying is no longer so strongly

concentrated in the winter months. Women serve more uniform meals all year long all over the country due to refrigeration and canned and frozen foods. Insulation for homes and clothing designed for coolness in summer and warmth in winter have done away with much special buying by women.

Just as important in eliminating some of women's seasonal buying has been a real endeavor on the part of manufacturers to give seasonal products year-round usefulness. Though seasonal habits take a long, hard time to change, many companies have done it quite successfully. The soft-drink people are gradually beginning to even out their sales over the entire year. December has become a big month owing to promotion of soft drinks for holiday entertaining. Fibers are beginning to know no season. The wool people have featured winter-resort fashions showing women in wool clothes "Following the Sun." And winter cottons have created an all-year-round market for this fabric.

This same principle of extending sales has been applied by manufacturers and retailers dependent on gift buying and special-occasion use. Christmas and birthdays are no longer the only major times women buy gifts. Mother's Day, Father's Day, Valentine's Day, graduations, and the like have spread gift buying out more evenly over the year. Items used largely on special occasions have been pushed for more frequent use. For instance, Libbey Glass featured matched glassware in family and informal settings coupled with the theme of "everyday crystal." These successes indicate that with top promotion, most of women's seasonal and special-occasion buying habits could be changed. This trend is a healthy economic stabilizer because, of course, it enables manufacturers to keep the machinery rolling all year long.

In addition to doing less seasonal buying, today's women show less inclination to plan and buy ahead items still largely seasonal. They are buying at the height of the season and as the need arises. Women demand bathing suits and air conditioners in July rather than rushing out to make their purchases in April and May. Women want to buy winter coats in December and January as well as in August. Few things so infuriate women as wanting a new outfit for next week only to find the stores are selling next season's fashions. The heavy demand for seasonal items in season is causing many retailers and manufacturers to rearrange their promotional schedules.

However, an unexpected balmy day in March or a slightly nippy August morning still start an early parade to the stores.

In doing any sort of seasonal planning, it is important to note that women's ideas of the seasons and the seasons as marked on the calendar do not always correspond. Winter officially starts on the 22nd of December, but in women's minds the winter may be almost over by Christmas. This idea of time and seasons in women's minds was thoroughly investigated in a study for *Family Circle* by James M. Vicary Company, New York market research firm. According to Mr. Vicary, in women's thinking and actions the spring season seemed the longest—though spring is actually no longer than any other season on the calendar. Spring seemed long because it was the most pleasant season to women. The summer months also were long in their minds. But the winter passed quickly in women's minds—they were anxious to be over and done with it. Timing merchandise and promotions to fit women's moods rather than the calendar should obviously promise even greater effectiveness.

TRAVEL BUYING IS CAREFREE AND CASUAL. Speaking of the seasons, women still do their greatest amount of traveling and travel buying in the summer months. But the number of winter women vacationists is growing. Today's women are on the go all the year long. They are going everywhere—into every corner of the United States and often to foreign countries—in cars, trains, planes, buses. Whenever, wherever, and however they travel, these millions of women are sure to do some extra buying for trips—most especially in clothing.

The mood of a woman buying for a vacation is quite different from a woman buying routine household and personal goods. She is generally rather excited—is considering how items will look on the beach in Florida or touring through Yellowstone Park. She is concerned with the vacation place and happenings there—much more than with how she gets back and forth or how items will eventually fit into her home life. She is usually carefree and in a romantic mood, inclined to spend more than usual—and to buy more extreme styles than she normally would.

Once she is away on the trip, she is bubbling with the holiday mood and inclined to be free-spending, though shopping in stores usually takes relatively little of her time. Pleasure rather than price is usually the main object in her vacation spending. At the same

time, she welcomes familiarity and security due to her strange surroundings. Her highest compliment is often, "This is just like home!"

To attract women vacation spenders, products and stores should create a feeling of holiday and pleasure, offer the unusual and the romantic. Yet the atmosphere should be conservative enough to give a feeling of familiarity and friendliness.

SPENDING AND SAVING HABITS OF TODAY'S WOMEN ARE UNIQUE TO THESE TIMES

Women no longer spend and save with the frugality of the women of depression years or with the restriction of the women of war years. The way in which the women of today economize and buy is unique to their own times. These times no longer class thrift as morality and spending as frivolity. They offer women freedom in spending, plentiful money, and goods to buy. These times also offer opportunity for saving. At least women can accumulate enough money for a personal feeling of security if not for fabulous wealth. Personal consumer expenditures reached an estimated 264 billion dollars in 1956. The total consumer debt stood at about 164 billion dollars and the total accumulated consumer savings at about 310 billion dollars.

LUXURY SPENDING IS WIDESPREAD. Luxury spending is no longer the pattern of just the upper-income group—it has become a marked habit with millions of women. Today's women are *buying* the things which women in other times wanted and promised themselves. Luxuries have actually become necessities which many women feel are essential to their everyday living and happiness. Women consider such things as television sets, automatic laundry service, home permanent refill kits, paper napkins, frozen foods, and biscuit mixes essential. These and many other things have been added to the list of items the Bureau of Labor Statistics uses in computing the basic cost-of-living index.

Pleasure for all is the theme of women's luxury buying. Women are indulging in things which are fun and offer happiness—rather than first considering the price tag. For instance, in 1957, it was expected that 30,000 swimming pools, excluding the portable type, would be installed in back yards. In 1956, Montgomery Ward listed ponies in their catalog—for cash or monthly payments. Portraits,

Inc., a clearing house for portrait commissions, found business booming—in fact, between 1946 and 1956 business increased tenfold.

The luxuries desired and purchased by the majority of women are not extravagant and conspicuous displays of wealth as in the old sense. Luxuries have been transformed from expensive playthings to usable, enjoyable items for all. Instead of a few favored women relaxing on elaborate yachts, thousands of women each summer week end climb into small boats to enjoy an afternoon with the family. Instead of small numbers of wealthy women taking the grand tour of Europe, many hundreds of secretaries and housewives are having relatively inexpensive and short trips to the western European capitals.

Women's luxury spending, however, reflects quality and taste as well as an idea of pleasure for all. Every field has felt the effects of women's desire for quality in what they buy today. Grade "A" merchandise sells fast and furiously, while lesser grades often fail to move. In fact, many products have lost out because they have been underpriced and cannot compete in the growing quality market. Inexpensive watches, cigarettes, and to some extent foods, for example, no longer appeal to the majority of the feminine market. These low-cost items now attract only a small segment of the women buying.

CREDIT BUYING IS HIGH. Today's women are credit buyers. This surprises no one today but it is a habit distinctive to this generation of women. Rather than being a cash-and-carry society, many families have budgeted away most of their incomes for months to come, on goods they are now using. Women will buy for cash (for savings are high), of course, but they have come to expect credit on almost everything—even many variety stores offer convenient monthly payments. Credit is almost an essential convenience necessary in attracting women. And it certainly entices most women to spend more than they would if they were paying cash.

Women have used charge accounts in department stores and in buying large items for many years—though not in such large numbers as now. In more recent years, women have taken advantage of credit buying in service stations and restaurants and the like. It has naturally proven true that women are inclined to shop more and spend more money over-all in stores where they have charges. A 1956 study by A. J. Wood and Co., market research firm, of more than 300 working women in Philadelphia, found that about two-

thirds of those interviewed had charge accounts. Those having charge accounts in stores near their offices did 35 per cent more spending in these stores than in stores where they had no accounts. Those having charges in suburban stores also did three times more spending than the women without charge accounts.

Having a charge account seems to make women more personally interested in a store and increases their attention to the store's advertising and promotions. Another study by A. J. Wood and Co., in 1956 of 4,329 women in the East, found that department store advertisements got about 20 per cent better attention from women with charges than from those without—and were almost twice as effective. This survey also revealed that young women—ages seventeen to twenty-nine—read the advertisements more and were more influenced by them than any other age group.

Installment buying is a tremendous and growing factor in women's buying habits. Women want to—and can—pay for everything from a fur coat to a bed to a trip through monthly payment plans. In 1956, approximately 63 per cent of American families had installment debts other than charge accounts. The average person owed about $800 and the average monthly payment ran around $80. It should be added that some of this was "hidden" debt—as in the case of mortgages rather than rent payments.

Installment buying is not limited to a particular income group of women, but is common to almost all income levels. For instance, since Pan American started the "fly now, pay later" plan, many, many women have taken advantage of this type of arrangement. And in an article entitled, "3 Airlines Set Fall Credit-Flying Drives," August 13, 1956, *Advertising Age* reported that both American Airlines and Pacific Finance Corp., Los Angeles credit backer, found that the lower-income groups, under $5,000 or $6,000, were doing the majority of the time-plan travel buying.

Oftentimes when buying on the installment plan, a woman will ask the amount of the monthly payments before the total price. This habit of thinking and budgeting in terms of monthly payments means that every item of significant price must offer easy payment terms to attract today's women.

BUT SAVINGS ARE ALSO HIGH. Because today's women are buying luxuries and quality items and on credit, it does not mean that they have thrown saving overboard. Saving as well as spending was

at an all-time high in 1956. Per capita savings rose from $330 in 1939 to an estimated $1,300 in 1956.

However, the type of savings and assets people were acquiring had a new emphasis. There were plenty of savings accounts and many were buying government bonds. But more and more were venturing into stocks, buying homes, investing in savings and loan associations, and getting more life insurance. Some life insurance companies in 1956 found that an unusually large portion of their business was unsolicited—many people were calling the companies for policies.

Increasingly, women are playing a part in the business of saving. Not merely in the form of trying to make the family income stretch and still leave room for savings, but in deciding where the savings should go and in making the deposits and payments themselves. This has caused banks, life insurance companies, and stock brokers to include women in their promotion and selling plans—even redesign their offices to make them more attractive to women.

MAKING SMALL ECONOMIES IS PART OF BEING A SMART SHOPPER. Women still love a bargain or a sale or "getting something for nothing." They are likely to watch for specials, be lured by a cut in price, be enticed to try a product through a premium, or be persuaded to change stores by trading stamps. But this is quite a different thing from being preoccupied with economy or under pressure of necessity to find a product at the cheapest price.

Values are an important consideration. Women will buy the large-sized package or three cans at once in order to get more for their money. But they also want *quality*—with a bargain thrown in if they can get it. They enjoy buying a $25 cashmere sweater—on sale for $19.99. This is not basically an economy—for if they wanted to be economical they could buy a usable, durable sweater for $5.98.

Rather, buying things on sale gives women a sense of satisfaction and pride and probably approval from husbands and others. It gives them the feeling that they are smart shoppers. For, though thrift is no longer a matter of actual virtue and morality, being a shrewd buyer is a personality characteristic generally admired. There are periods, too, perhaps after Christmas, when women find that they have extended themselves too far through installment buying and they try to make up for it through small economies.

Sales and specials have a way of attracting all women—even when their financial position is the best. But most often, the items women

buy at special prices fit into some already realized need or desire. "Specials" buyers, those who buy *any* product which happens to be on sale, make up only a small portion of shoppers.

It has been found that reduced prices may increase sales momentarily but seldom capture women's permanent loyalty. For instance, many women watch the specials advertised by their grocery stores and plan a part of their shopping accordingly. They may even make a special trip to the store—for some grocers have found that first-of-the-week specials increase their traffic. But the need for a certain type of food was already there, and specials are seldom found to influence women in switching from their favorite grocery store.

Premiums offer an excellent example of the blending of women's desire to get a bargain and the desire for quality. The day of the inexpensive, self-liquidating premium, except for children, seems to be disappearing. If the quality is tops and the merchandise desirable, women will pay a considerable amount for a premium. Where 25 cents plus a box top or similar evidence of purchase was the usual premium price a few years ago, the $1 or $2 premium is not unusual today.

Of course, the object of premiums is just as much for increasing dealer activity and women's attention momentarily, as securing requests for the items. But some items and methods of presenting premiums get more response from women than others. A 1956 study of 262 housewives by Nesbitt Associates of New York City brought out the following information on premiums. Two hundred and two housewives said they preferred household items to personal items such as jewelry, hosiery, lingerie, and the like. Seven out of ten preferred collecting coupons over a longer period of time than paying any amount in cash. About two-thirds had responded to premium offers on packages—while coupons from newspaper and magazine advertising took second place.

The desire to get something for nothing and participate in a group (plus the prestige if they win) makes contests a popular item with women. The popularity of contests is reflected by the tremendous number of women watching giveaway shows on television and participating in write-in contests. Not only has the number of contests attracting women grown, but the ante has gone up—as from $64 to $64,000—in order to attract the largest number of women. Competitions which offer women a chance to participate and show their skills,

such as the Pillsbury Recipe and Baking Contest, enjoy tremendous and continued success.

The rise and popularity of trading stamps is an almost unprecedented phenomenon. From 1955 through 1957, trading stamps received for purchases in stores and redeemable for merchandise got a large vote of confidence and approval from women. Women are by far the most enthusiastic stamp collectors. However, to date stamps have not been heavily promoted and offered to men. In 1957, estimates on size ranged from 200 to 400 trading stamp companies doing a business from 212 million to 600 million dollars. Whatever the exact size, these figures indicate the trading stamp business is tremendous.

An estimated 40 million women were collecting stamps from grocery stores, clothing stores, gasoline stations, and so on. Women were apparently taking their collecting seriously for they were redeeming most of the stamps issued for a variety of goods—showing a strong preference for household items.

Women's reasons for collecting trading stamps are many, but one important reason is the feeling that they are getting something for nothing. Whether this is true or whether the expense is being passed along to them in the form of higher prices, most women *believe* the stamps represent a real saving and continue to collect them. Stamps also give a woman the feeling of and a reputation for being thrifty. And stamps offer the fun of collecting—women often pick out an item they want to have and save stamps toward it. Saving stamps may even give a sense of belonging and doing the right thing since so many women are collecting them.

The value of trading stamps in attracting women to a store and raising gross sales is unquestioned—though their effect on net profits is controversial. Many women will go far out of their way to a store offering trading stamps. When questioned directly, about one out of four women say trading stamps have an influence on the store they patronize. But when questioned indirectly, the influence of stamps on their store choice grows. A 1956 study by Stanford Research Institute concluded that many women would actually switch stores if trading stamps were discontinued where they were shopping at the moment. Stores have reported that both the number of customers and the average sale increase when trading stamps are introduced—especially when they are first in the neighborhood. In turn, some

stores believed stamps generally decrease profits due to a necessary increase in prices. But trading stamps have again and again proved effective for bringing women into the stores. No one knows how long this vogue will continue—in 1957 there were already signs of slackening interest and threats of government intervention. But if and when stamps fall off, some other method of saving through small economies will certainly be developed by merchants to take their place.

FEMININE GUIDEPOST

Living and shopping patterns are important to anyone selling any product or service to women. While patterns are consistently changing, these trends seem to be important considerations:

1. Household jobs still take large, though decreasing, amounts of women's time. As they find products to make these jobs easier, take less time, women become more managers than workers. Housekeeping schedules—with the possible exception of food jobs—are so varied that the *exact* timing of sales is difficult.
2. Today's women are on the go constantly. They are drawn out of their homes—spend long hours in the automobile. This has broadened women's view and changed the way in which they can be approached. It has also created a new market for items designed for car and travel.
3. Women keep in touch through reading and the radio and television. These media are an important part of their working day—serving as entertainment and as a background to their work and as valuable shopping guides.
4. Women show decided loyalty to favorite stores. Their choice is usually based on convenience and location. But also women prefer bigness and the variety it offers—as well as one-stop convenience. Self-service has gained great popularity due to the freedom and lack of pressure it offers. Outdoor selling and mechanical selling are also growing in popularity.
5. The number of shopping trips women make is decreasing though their purchases are growing. They buy *now,* rather than later—show a preference for larger-sized packages. Women also want to be able to shop at all hours every day of the week. Mechanical selling has helped meet this demand in some cases. The most popular shopping time has switched from Saturday to Friday—probably due to increased week-end leisure.
6. Many women shop with someone—and this someone is likely

to influence what they buy. More and more couples are shopping together—making cooperative buying decisions. Also, more women are shopping in cars so stores do not necessarily need to be near public transportation, but need ample parking space.

7. Women are generally better informed about and more conscious of brands than men. Their feeling about a brand is the sum total of all of its advertising, sales people, packaging, and the like. Women are more loyal to brands when the product personality is strong and decisive. In order to attract the most women, the brand image should imply confidence, quality, progressiveness—and femininity.
8. Today's women are buying on impulse more than ever before. Anything that can be done to make the product more exciting at point-of-sale can mean an extra sale. This also means that brand familiarity, outstanding trade-marks, and package design are more important than ever before.
9. Women have strong seasonal buying habits, but they can be and are being changed with skillful promotion. Women today are showing greater desire to buy in season. But women's ideas of the seasons do not always correspond to the seasons as they are marked on the calendar—so it becomes important to watch women's moods and know their emotional seasons.
10. Travel buying has gone way up. When women buy for travel they are usually in a carefree mood—buying more extreme items than usual. However, women still want a sense of security. The store or product which can offer both romance and familiarity fare best.
11. Luxury spending is the pattern of women in almost all economic groups. But today the luxuries are considered necessities—are not extravagant displays but usable, enjoyable items. Luxury and quality go hand in hand, so often Grade "A" merchandise moves faster than less expensive items. Products can underprice themselves right out of the mass market.
12. Credit is one of the important conveniences women expect

today. When they can charge or pay in monthly installments, women naturally spend a good deal more money and may not even consider the over-all price of an item.

13. Women are saving, as well as spending, more than ever before. Savings are being directed more and more into buying homes, stocks and bonds, life insurance, and so forth, rather than the traditional savings accounts. Women today have more of a hand in the planning of the savings, and many banks and companies have found that special promotions to women are effective.
14. Despite the fact that there is no dire necessity for economy, women still like to and do make many small economies. They love a bargain or getting something for nothing. It gives them the feeling they are smart shoppers and raises others' opinions of them. A cut in price is attractive but many other sales incentives are effective—such as premiums, contests, trading stamps.

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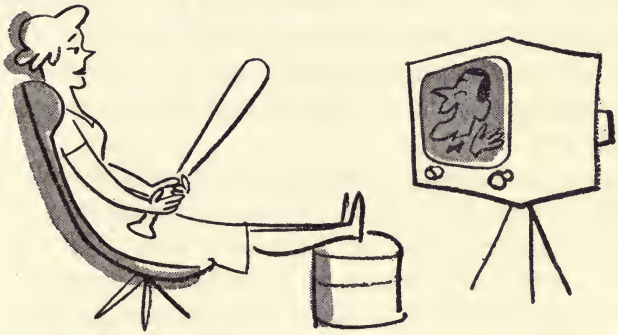

HOW TO COMMUNICATE WITH TODAY'S WOMEN IN WORDS AND PICTURES

. . . to speak, and to speak well, are two things.
BEN JONSON, *Discoveries, Praecept. Element.*

Women, because of their emotional characteristics, require a specialized type of communication if good results are to be expected. Women won't be influenced, be moved to buy unless efforts are channeled in the right direction.

The means and ways of communicating with women are innumerable. The word "communication" is defined in the dictionary simply as, "the act of making another or others partake of, act of recounting, transmitting, imparting, etc." The implements of communication,

however, are much more varied and complicated. The spoken word is accompanied by the tone of voice and the gesture, each of which plays a part in inducing a certain series of impressions. The word on the printed page has type characteristics and layout position which influence response. The picture, through its subject matter, its esthetic appeal, its color, its arrangement, produces special effects. Music, art, drama, and choreography have sometimes an obvious message, other times a subtle one.

These means of communication are employed directly or indirectly in selling to women. Each effort at communication in a sales approach involves at least a few of these tools. It is skillful handling of them that creates a favorable total impression and produces sales. Through auditory and visual symbols the spark can be ignited that strikes home with women—that makes women buy.

The influences on modern women, how and why they differ from their mothers and grandmothers, their needs and desires, their interests and enthusiasms, their habits and preferences, as discussed in previous chapters, are all factors in knowing how to communicate with them—how to create the spark of mutual feeling and understanding.

But here are six considerations of verbal and visual agents which give clues to successfully communicating with women: (1) English language in general has no sex differences, yet women speak a special vocabulary; (2) new meanings and usages are constantly entering language; (3) words have positive and negative personalities for women; (4) visual techniques can increase the power of words to women; (5) superabundance of words and pictures makes fresh, nonstereotyped ideas imperative; (6) sensitivity and tone of approach are vital in communicating with women.

These considerations do not offer formulas which will substitute for creativity in selling or will take the place of a fundamental idea. But they point up valuable guides to help the sales approach make contact with women.

ENGLISH LANGUAGE IN GENERAL HAS NO SEX DIFFERENCES, YET WOMEN SPEAK A SPECIAL VOCABULARY

Words in English are not designated as masculine or feminine except when they distinguish between the sexes—such as man and

woman, boy and girl, bull and cow, rooster and hen. Most nouns and the articles and adjectives that precede them are neuter. Certain words do carry a masculine or feminine connotation due to usage. "Pretty" is more often used in describing women; "handsome" in describing men. Boats and automobiles are often referred to as "she." But words of this type are relatively few.

More importantly, there is not a tremendous sex difference in *reactions* to words. In general, men's and women's responses to individual words are fairly similar—showing cultural rather than sex differences. For instance, in the hundreds of word-association tests made by James M. Vicary Company, only a few slight masculine and feminine differences have been noted. The converging roles of men and women in today's living are probably responsible for the similarity of their responses to most words. Women's comparatively new interests in sports, finance, automobiles, plus their increasing career opportunities contribute to words having much the same meaning to the sexes.

While sex similarity in reaction to words holds true generally, there are, of course, exceptions. For a woman's reactions are still colored by the attitudes of her sex. For example, it has been observed that women are much less attracted to the word "sex" itself, than are men.

There are, however, strong differences in the way women apply words—the vocabulary they use. A single word can have several dictionary meanings and in addition many diverse applications. Consider the word "base," for instance:

as a women uses it—powder base
as a sports fan uses it—base in baseball
as a chemist uses it—a compound
as a military man uses it—base of operations
as a mathematician uses it—base of a triangle.

There is professional or trade talk, scientific talk, baby talk, slang, etc., and there is "woman talk."

Woman talk is simply a feminine way of self-expression whether the subject is babies or automobiles. A woman strings her words together differently than a man. She has a womanly way of putting it. She tends toward exaggerations and sentimentalisms in her verbal observations. She is enthusiastic and generally verbose. Many times

her sentences are dotted with words and phrases such as "adorable," "cute," "I love [instead of 'like'] that," "that's a dream."

Here are a few sentences taken from magazines and advertisements that were undoubtedly written for or by a woman—though the subject also announces them as feminine: "Imagine a roomful of chiffon dresses in flower shades like an enormous bouquet of sweet peas. . . ." "Unspoken, unbroken—and only one thing in this whole wide world will give you such a line." "What a thrill to see a recipe flower into this 'easy homemade'—this Baked Alaska Pie!"

Often men and women will use different words to describe the same items. For instance, the flatware that women call collectively "silver," men designate as "knives and forks." The tableware in feminine terms becomes "china," in masculine just "dishes." Women elegantly name "sauce" what men more commonly call "gravy." The female choice of words here indicates a woman's attitude toward her possessions and her perhaps unfulfilled desire that her flatware be sterling silver; her tableware, bone china; and her gravies, exotic French sauces.

In *Women and Men,* Amram Scheinfeld looked into the way the sexes express themselves. While women do a lot of talking called gossiping, men's conversations in this vein are called "shop talk." He cited these as typical examples of sex differences in expression: ". . . where women may say, 'Did you hear about that awful Mrs. Smith?' or 'Someone should tell Julia about her husband and his secretary . . .,' men will say to each other, 'I hear Jones is mixed up in a shady deal,' or 'Brown was saying today that Smith is slipping in his job.' "

Communicating with women requires comprehension of woman talk and use of their vocabulary. An unfamiliar word pattern will not make contact with a woman. Don't call it "cloth" if she says "rag," or say "bubbles" if she says "suds," or "tilt" if she says "tip." The best way to persuade a woman to discuss or think about a product is to describe it her way. Door-to-door salesmen know this because they are always talking to women. Many advertising agencies send copywriters out to talk to women in order to become familiar with the way they think and say things. This does not bar the door to original, exciting writing but often opens up new approaches that had never been considered. These copywriters show women products, demonstrate them, find out how women talk about the products.

They are aware that copy should portray the product as viewed through the mind's eye of a woman as an individual, wife, mother, homemaker, and member of the community.

NEW MEANINGS AND USAGES ARE CONSTANTLY ENTERING THE LANGUAGE

Language is a vibrant living thing. New words and meanings come into it, others are dropped from common usage. These additions and subtractions depend upon the acceptance and rejection of people or groups using it. So women's vocabulary—the way they use words and the words they choose—is constantly changing.

Words, that remain physically the same, may take on new meanings through colloquial use or through slang. For instance, the definition of "cheesecake," the name of a pastry, has been extended to include the photograph of a girl showing her legs. The word "line" has been extended from a ruled mark and a piece of rope to include an area of work or occupation and a type of conversation. "Mad" includes not only the insane but the frivolous or silly. A "wheel" can be not only an object but a person who is important and influential.

New words are invented and form part of the language. Coined words are often created for new things, such as "telephone" and "television." New combinations of words fill a modern need—as "baby sitter" and "station wagon." Such additions reflect the altering patterns in women's lives.

Obsolete words are dropped from usage. Rarely do women today say "spectacles" for "glasses." Their legs are no longer referred to as "limbs." Women sit on "sofas" instead of "divans." They take bags and suitcases on trips instead of "valises" or "satchels," travel on "expressways" and "thruways" instead of mere "highways"—though the old-fashioned "turnpike" is back again.

Words change in connotation due to changing attitudes. Take, for instance, the words "woman" and "lady." Formerly the distinction between the two was largely one of class and social position—with "lady" being the most desirable term. Today "lady" has a slightly snobbish and cold connotation, while the word "woman" denotes warmth and sympathy and maturity. In December, 1955, Dr. Ernest Dichter reported that today's female would rather be called a "woman" than a "lady." To the women interviewed in the survey,

"woman" connoted "richness, warmth, receptivity, passion, intimacy." "Lady" was associated with words like "formal, gracious, genteel."

Also, middle-aged and elderly women call each other "girls" with absolute disregard for the description of youth inherent in the title "girl." This perhaps partially is due to the emphasis on youth in America. Another example is the word "apartment" which has overtaken the term "flat." "Flat" now describes a "cold water" dwelling in American usage, while "apartment" has a more luxurious feeling.

New words are also formed from abbreviations. "Mother" and "father" are, more commonly, "mom" and "dad." "Fan" has been derived from "fanatic." "Motion pictures" are called the "movies."

Naturally, today's women express things in a modern manner. They are influenced by the terms used in newspapers and magazines, on the radio and television. Some of this jargon women adopt, other terms they ignore—but important impressions are made. For instance, the service magazines have converted the name "housewife" to the title "homemaker"—a word carrying more prestige value.

In order to communicate successfully with women, the sales story must be phrased in an up-to-date manner. An error in vocabulary can make the whole approach seem awkward and old-fashioned. Again, learning how women express themselves is best found out by talking directly to them in their homes and as they shop. This knowledge means errors in approach can be largely avoided.

WORDS HAVE POWERFUL POSITIVE AND NEGATIVE PERSONALITIES FOR WOMEN

Words have great emotional power. They can arouse the greatest happiness or the most utter despair—they can call forth a wealth of emotions. Women react very strongly to words because women are extremely sensitive—aware of details and innuendoes in meanings. They have many preconceived notions and jump to conclusions because of their characteristic intuition. They *feel* about things more than they analyze them, and very importantly women personalize words—immediately relating terms to themselves.

Some words carry very strong positive feelings to women—while others affect them negatively, perhaps offend them or make them shy away. Why some words have positive and others negative per-

sonalities to women is not always explainable—follows no set pattern. But psychological studies and market research have pointed up many beliefs and feelings about individual words.

The word "pleasure," for instance, with all its happy connotations, has a surprising contradiction. It is still regarded with suspicion by some women because of its association with sin and sexual gratification. Also, the word "guarantee" by definition should inspire confidence. But in tests made by James M. Vicary Company, it was found to have many negative implications to women. Rather than building confidence the term seemed to create doubts in women's minds. Words such as "promise," "confidence," "trust," and "pledge" also seemed to have similar negative connotations.

The negative symbolism an ordinary word can carry was discussed in an article entitled "Motivationist and Advertising Practitioners Together Can Advance Ad Writing Art," by Mark Wiseman in *Advertising Age,* April 30, 1956. He pointed out that the word "prune" meant to many people "a cheap boarding house dessert," or referred to an "aged, wrinkled, dried-up" person. Major emphasis on the prune as a laxative gave it a medicinal connotation which was unpleasant and limited its sales. He recommended that prune growers alter these negative reactions to the word by associating prunes with fresh fruit. Motivational surveys also confirmed these observations. New advertising based on a more positive approach started the prune sales curve upward.

The choice, launching, and treatment of a new word determines its success or failure with women. How "lanolin" gained acceptance in the cosmetics field is suggestive of the problems inherent in introducing any new word to women and making it positive and popular. When lanolin came along, the market had been overloaded with miracle ingredients—such as vitamins, hormones—often phrased in technical terms and presented with exaggerated claims. Lanolin, which is wool grease collected from the wool after the sheep is sheared, was aided by the fact that sheep are known, tangible things and not abstract formulas. Lanolin had the quality of believability, of "really working" for this reason. Through advertising and demonstration which were realistic, lanolin was introduced to the nation and became a well-known word with desirable connotations.

"Chlorophyll," which is green coloring matter in plants, also possessed valuable natural properties and the possibility of credibility.

But promoters of dentifrices containing chlorophyll strained the bounds of the ingredient's inherent credibility by extravagances and great claims. So it never really took hold as lanolin did.

The positive, or negative, power of a word is partly determined by placement. If the word "modern," for instance, is used in an advertisement for bath towels picturing an old-fashioned bathroom, it will have little positive meaning. Even the sequence or order of words affects their meaning. For instance, "*Old* New Dutch Cleanser" would be quite a different thing from "*New* Old Dutch Cleanser." The words which come first vitally affect the meaning of the others that follow—and can change the over-all impression. Say a woman is described as "blonde, stylish, capable, jolly, overweight." The impression is of a modern, smart woman who needs to lose a little weight. But if the order is changed to "overweight, jolly, blonde, capable, stylish" the impression is of a fat, good-humored woman who will work hard.

Words also take on positive and negative value by virtue of who says them. Women's opinion of the person (or company) speaking the words greatly determines their effectiveness. Various studies have been made into the way women hear about new products and why they try products. Mass media and advertising stand high in these surveys. But "heard about it from friends" is always a major answer.

Women are greatly influenced by what those around them say—especially the leaders in the community. Studies made by the Bureau of Applied Social Research of Columbia University showed word-of-mouth the paramount influence in realms of marketing, fashion, and movie-going. In the book, *Personal Influence*, 1955, Elihu Katz and Paul F. Lazarsfeld reported on the feminine opinion that leaders in an Illinois town influenced. They found women were more influenced by leaders on their own economic and social level than by women higher up the scale. However, a leader in one field such as fashion might have little influence in another field such as food. The leaders themselves were influenced by mass media.

Word-of-mouth campaigns—getting the right person to say the right thing about a product or service—can be somewhat controlled. Approaching leaders in a neighborhood, service people such as beauty parlor operators, organizations, etc., can get news about a product started. For instance, Plymouth enlisted taxi drivers from approximately 70 companies in 15 market areas to help merchandise

their new car at announcement time. In a "Mystery Rider" promotion, personnel were assigned by Plymouth to ride taxis for three days. The taxi drivers were awarded $5 if they popped the question, "Have you seen the new Plymouth?" when a "Mystery Rider" was a passenger in their cab. Through this method, it was possible that "Plymouth" might be mentioned 1,500,000 times to cab riders—all possible opportunities for sales.

Thorough knowledge of the power of words in creating negative and positive emotions in women is necessary to build their confidence and interest. Sometimes it is one word or a turn of a phrase that captures a woman's imagination, and the effectiveness of selling can depend on this comprehension and interpretation. On the other hand, a relatively harmless word or phrase can lead to associations which defeat the very essence of the sales approach. The personality of words to women can be found through research studies, talking to women, and in many cases by logical deductions.

VISUAL TECHNIQUES CAN GREATLY INCREASE THE POWER OF WORDS TO WOMEN

The influence of visual techniques on women is tremendous. Women's physical senses are extremely acute. They look closely at the things around them. Women are essentially emotional and sympathetic—easily excited to feeling. They are readily affected by picture symbols and by color. Women are interested in accessories and details —minor parts of a whole. They examine pictures minutely. Women are prone to fantasy and their imaginations are stimulated by pictures.

Visual techniques in selling reflect ideas quickly—communicate directly to women. Visualizations make women's lives more colorful in both a literal and figurative sense. The total image of words plus pictures to create a selling atmosphere is more dependent than ever on the visual aspect—simply due to the fact that words stand out less because there are so many of them today. Pictures get over an impression, a mood, quickly.

The trend to predominance of visual communication is discovered in every aspect of the modern woman's life and is constantly gaining in popularity. The method of telling a story with pictures and fewer words has become a part of American culture. In her education, from

elementary through college levels and in medical and dental schools, visual aids such as picture books, slides, movies, and television are employed. If she is in military service, orientation films are used in training programs for they were found to skillfully bridge the gap between the abstract and the concrete. Political campaigning comes to her visually on television, in the movies, and on printed pages using the comic-book type of format. Community problems are dramatized to her through visual aids at meetings. Hospitals build morale with visual helps—and she may be on the giving or receiving end. Religious organizations make use of the picture story in their efforts to sustain and circulate faith.

The impression of this trend on reading matter is considerable. Many of the books and magazines women read today are predominantly pictorial. *Life* and *Look* magazines are classic examples of the flourishing of picture magazines. A picture-story edition of Tolstoy's *War and Peace* was advertised in *The New York Times Book Review* section with the following sales story: "No longer need you read through a thousand long pages to enjoy the full impact of this great story which overwhelms its readers . . . Tolstoy's masterpiece is translated into action in a cavalcade of photographs and sequences far surpassing mere text and illustration."

The marked ascendancy of the picture story over the word story is very conspicuous in advertising and selling. The picture, no-copy technique is not new, but has increased of late. This has come about in part because of the great number of sales messages today. Women are dividing their time between more and more selling appeals—so each one has to be made as quickly and directly as possible. The simplest and quickest way to communicate an idea is found to be through pictures, and women accept this time-saving and entertaining method. The work of prominent artists and photographers is utilized to a far greater extent in selling forms than formerly if only to dramatize the why-buy. The vogue is to use oversized photographs and illustrations or a series of pictures in film strip style to tell a story with little or no text.

Though pictures are quick and direct, they cannot take the place of ideas. The high readership by women of the *Reader's Digest,* and articles in the *Ladies' Home Journal* testify to this. And sometimes in this enthusiasm for selling visually, the technique actually overwhelms or buries the ideas. Nor is long copy in advertising passé.

Women have shown, and continue to show, a willingness to read long amounts of material when the subject is interesting, full of ideas, and important enough to them to warrant such a discussion—and their time.

The demonstration is a lively, vigorous form of selling that combines the force of the spoken word with visualization—appeals to all the senses. Women want to be *shown*—and demonstration is an extremely effective method of doing it. Demonstration has the drama of acting a situation out—which greatly appeals to women. They become intrigued with what the product does and the informative, enthusiastic talk of the demonstrator. The demonstrator can convince women—make sales—by letting them handle and feel or taste and smell, thoroughly examine the product.

The value of store demonstration is threefold. It leads to sales of the product demonstrated, sales of allied products employed in the demonstration, and is a great traffic builder. Store demonstration on preparation of food and cooking has always been a drawing card for women. The fashion show with its theatrical elements of music, speech, movement, and costuming is also a successful crowd-getter in stores.

Electrical appliances and household items have greatly profited by the demonstration technique. For often their sales depend on overcoming women's resistance to an unusual method—or proper handling is essential to the product living up to its promises. Pressure cookers were introduced through demonstrations because the revolutionary cooking principle involved made it essential that women know how to properly operate them. Electrolux Corporation has long used the demonstration method in the home through door-to-door salesmen to sell its vacuum cleaners to women. Other major appliance manufacturers who sell through retail outlets are now providing demonstration in the home to assure women's satisfaction.

Television, an ardent practitioner of demonstrations, coordinates many forms of visual and auditory aids in its commercial presentations. It runs the gamut of words, still pictures, moving pictures, and animated cartoons. It employs drama, choreography, and music to complement selling messages. Through television women can see a product perform. Right before their eyes the product proves itself—so it carries a strong element of believability.

Women's magazines employ the visual selling modes on their

editorial and feature pages. Magazines use visualizations to sell *ideas* to women. The illustrated food or beauty-care recipe is a demonstration in print. The home furnishings story presents model rooms in full color.

Store windows represent visual selling in silent form. Women are ardent window shoppers. Window shopping gives women an opportunity to examine, identify, and fantasy without the commercial pressure of a sales talk. Women notice the little touches, the details—these are the things which may make them linger at the store window.

Model rooms and table settings also provide visual selling methods that do a suggestive, subtle job without words. A woman is able to see how a piece of furniture or a setting of silver would look in her house. It gives her ideas which she can enlarge upon and change—suggests possibilities for future entertaining or decorating. Eventually she might buy one item to build her table or room around.

Packaging and display are important visual selling devices. And due to the uptrend in women's impulse buying, point-of-sale devices are more vital than ever. The importance of creative packaging has been intensified by the introduction of so many new products. Larger stores carrying hundreds of brands on crowded shelves have also added to the importance of packaging.

Good packages have two prime attributes—identification and visibility. A woman may identify a package by a trade-mark or illustration or a combination of colors. A woman follows many habitual actions and may pick up a package automatically, say by its color, without even noticing the name. Or a woman may not have any brand in mind and pick a package that looks familiar due to an advertisement of it she remembers. Campbell's Soup, for instance, is recognized by its red and white label. The checkered cereal box belongs to Ralston Purina. Noticing a product sometimes depends on how well it stands out from its competitors—the attention value of the colors and the visibility of the lettering.

But other things are also important about the package—how it feels, for instance. When a woman picks it up, if it feels too heavy or too light or awkward or the like, she will probably put it back. She also may well read the copy on the package for specific information and, if it is not there, will probably not buy it.

SUPERABUNDANCE OF WORDS AND PICTURES MAKES FRESH, NONSTEREOTYPED IDEAS IMPERATIVE

Today's woman is entreated to buy everywhere she turns. As she drives along the highways and through important thoroughfares, her attention is being diverted by outdoor advertising. As she strolls down the main streets of her city or town, she is attracted by signs, billboards, handbills, shop windows, even skywriting. As she thumbs through her newspapers and magazines, she is solicited by a variety of advertising on every possible subject. When she receives her morning mail, there are catalogs, direct mail pieces, and order blanks. Over the telephone she is asked to rent or buy a service or product. Her doorbell rings and it is a door-to-door salesman with his demonstration kit. Her radio and television abound with commercials which entertain and sell her. With advertisers investing more money in most media, she is being surrounded with messages and appeals through old-fashioned and new-fashioned methods—being asked to respond favorably to what she hears and sees and to spend her money.

This superabundance of selling messages channeled in women's direction makes it possible for many to be lost in the crowd. Stereotyped pictures have less chance of capturing this satiated audience of women. Pseudo-scientific words and technical terminology in discussing products and services leave women disinterested. Words which fail to build an image also fail to gain their attention. Expressions such as "special ingredients," "simply superb," "contains XYZ," "remarkably good" lack attention value with today's women. They are not communicating to women—telling them anything.

In order to really make contact with today's women, an idea—whether in pictures or words—must be original, have a different twist, a fresh point of view. And it must be enthusiastically presented to women. William Bernbach of Doyle Dane Bernbach, Inc., summed up today's need for creativity and originality at the American Association of Advertising Agencies' Annual Eastern Conference, November, 1956: "Not to be different is virtually suicidal. . . [Researchers] can give you fact after fact. They are the scientists of advertising. But . . . Advertising is fundamentally persuasion, and persuasion happens not to be a science but an art. What this business of ours

needs is not people who do the right things. We need people who do inspiring things."

Success with women often depends on novel presentations. Take, for instance, packaged soap, which is one of the most difficult products to dramatize differently. A whiter wash has long been the advertising subject matter for laundry soaps. A new twist was provided by the makers of Cheer in their magazine advertising. A color photograph depicted a young woman with her little daughter standing at an open window examining a white dress. The headline read " 'Window Test' proves blue Cheer washes so white you can see the difference!" An actual comparative test was given through which women could actually see the end results.

Oxydol also avoided the usual in one of their magazine advertisements. The headline read "New arrival! The *only* detergent that contains its own bleach!" A striking photograph underneath showed a clothesline of white tiny baby things and a diapered "new arrival" holding a box of new Oxydol.

Both of these advertisements were cited by the Starch Reports among the outstanding soap and detergent advertisements with women during the twelve months ending April, 1956. They showed how women will respond even in a low-interest area to fresh and different ideas.

Selling with a fresh countenance—avoiding the trite and stereotyped—is imperative. Words and pictures must be meaningful, must be understandable whether in terms of facts or symbols. Only extra sparkle, originality, and enthusiasm separate one copy or picture approach from the crowd.

SENSITIVITY AND TONE OF APPROACH ARE VITAL IN COMMUNICATING WITH WOMEN

Communicating with women involves a sensitive approach and the establishment of a feminine atmosphere in the means of communication. It requires thoroughness, thoughtfulness, and carefulness. Women are observant and preoccupied by details. They quickly detect flaws in presentation. They are sensitive and affected by the general atmosphere and tone of approach.

Every word and gesture becomes important in communicating

successfully to women. The sales address, whether verbal or pictorial, should be selective in its tones and overtones. It should be gently persuasive and completely cognizant of the nature of its elements. For it is the total impression that counts.

Imperfect effects in the details of a sales message are recognized immediately by women. Words that are out of character or unconvincing, elements of a picture that are out of place or unbelievable catch women's attention. And discordant elements, even though small, can break the spell of an otherwise convincing impression. For instance, most women do their housework wearing simple dresses or slacks. A woman in a highly styled afternoon frock operating a vacuum cleaner or baking a cake is not believable, not realistic to women. This feeling of disbelief will likely be paramount in their ideas about the entire sales message.

On the other hand, details prepared with care are appreciated and convincing. A 1956 Pillsbury Cake Mixes advertisement showed a frosted cake on an antique Irish Belleek pedestal. The readers were very enthusiastic—writing in about the antique pedestal as well as the cake. Such perfection of detail causes women to notice and remember advertisements.

Women also dislike being talked down to and are quick to note a condescending air. Whether it is in their living room, across the counter, on the radio or television, or in an advertisement, women do not like being treated as inferior creatures. For instance, when selling a vacuum cleaner, instead of saying, "This does not require mechanical ability," it is better to say, "Just a push of the button will turn it on."

Another instance is the picturing of women in "before and after" techniques. In the "before" photograph, a woman is often shown as an unattractive, unmade-up, overweight, slovenly dressed creature. Even though the "after" pose may show how a product works wonders, few women are going to identify themselves with the overdrawn character in the "before" panel. Women will simply reject the entire idea. If the "before" picture is believable, the "after" use of the product idea will also click.

Another factor is that women dislike being shouted at or presented with exaggerated claims. Women are not reached by superlatives and false promises. When a sales approach makes exaggerated

claims, it contradicts a woman's experience by promising her too much. If the woman happens to be influenced by the immoderate assertions of the benefits, added to her disappointment in product results will be her resentment at being fooled.

Women prefer to be talked to in an ordinary tone of voice—a gently persuasive voice. They like to have a fairly realistic view of what a product will do. At the 1956 Annual Eastern Conference of the American Association of Advertising Agencies, Jean Wade Rindlaub, vice-president of Batten, Barton, Durstine and Osborn, Inc., was billed as "A Housewife." In a talk on television commercials entitled "Me and My Friends, We Know What We Like," Mrs. Rindlaub said: "They [housewives] like a quiet approach, soft sell, low-pitched voices, natural, real commercials that explain things as you would to a friend. . . .

"They dislike long commercial and screaming, hammering, hard-pressure commercials and exaggerated claims and strident voices and general overbearing loudness."

The indirect approach is often better with women than the direct approach. Words such as "quality," "inexpensive," "lasting" are repetitious, spark little feeling. The fact that a product is of better quality or value or efficiency can be said indirectly. For example, the 1957 Scotkin paper napkin advertising carried the theme "Here's *one* paper napkin you don't need *three* of!"—implying rather than directly stating the characteristics of value and efficiency.

Oftentimes an idea is better left unsaid and implied to women in other ways. In *Nonverbal Communication,* 1956, Jurgen Ruesch and Weldon Kees pointed out the value of the indirect approach and its general methods: "Verbal commands, suggestions, and hints are common ways of influencing people in a direct manner. However, the resistance to such approaches increases with insistence and repetition—drawbacks that are less likely to present themselves when indirect and nonverbal methods of influence are employed; such methods involve three principal lines of approach: the first involves exhibiting objects with an implicit appeal to perception; the second involves the arrangement of articles in such a way that they can be used or tried out . . . and the third involves control of traffic lanes on the highways, sidewalks, and interiors of stores and houses."

Thus the sales message, say of quality and beauty, can be communicated by a sign on the entrance of a store or by the arrange-

ment of elements in a photograph or by being sure women see a product as they pass.

So in making contact with women the message must be believable and soft in tone—create a convincing over-all picture. Only one word, one gesture, one detail striking a discordant note can ruin the entire impression.

FEMININE GUIDEPOST

Communication with women by means of words and pictures requires a knowledge of their reactions to various tools of communication. It includes not only the strict methods but their implications to women.

1. Women speak a special vocabulary—put their words together in a unique way. Knowledge of "woman talk" is necessary in communicating to women and can best be discovered by personal interviews.
2. Language is a living, growing thing. The changes in language affect the speech and understanding of women. Keeping up with these changes is essential in presenting a sales message personally to women.
3. Words have affirmative and negative personalities to women. It is well to be aware of individual words with negative implications and avoid them—to build a sales story with positive words. The sequence of words and phrases can also affect their meaning—so they need to be carefully arranged for the proper, positive effect. Words also take on positive and negative value in relation to who said them—so it is important to carefully enlist the aid of opinion leaders.
4. Visual techniques are a potent influence on women. They reflect ideas quickly and directly. Today's women are quite used to receiving ideas pictorially, and certain methods such as the demonstration are extremely effective.
5. There are so many words and pictures everywhere women turn that original ideas and enthusiasm in selling are more important than ever before. Meaningless pictures, words, and technical jargon do not find a feminine audience.
6. Communicating with women depends heavily on tone of approach and sensitivity to their feelings. Women notice the details, are greatly influenced by the atmosphere. They like perfection of detail, softness and indirectness of approach, realistic claims, and treatment as equals.

12

HOW TO TALK TO FIVE IMPORTANT GROUPS OF WOMEN CONSUMERS

A man is old as he's feeling,
A woman as old as she looks.

MORTIMER COLLINS, *How Old Are You?*

Women go through several distinct stages during their lifetime. These stages are largely determined by changes in age, but are also effected by occupation and marital status. During these stages, women's feminine characteristics remain basically the same and they are equally affected by social and economic pressures from the world. But they develop specific points of view and interests, specialized needs and problems in each stage.

The women in the following situations form five groups which

have distinctive buying needs and attitudes: (1) Adolescent problems and needs make girls from thirteen to twenty a unique buying group; (2) housewives form a tremendous buying group whose problems center on and evolve from home and family; (3) working wives and mothers face problems of a double job; (4) women without men face problems of living alone and supporting themselves; (5) mature women find time on their hands and the problems of growing old.

A woman may find herself in all of these situations at some time or other during her life. Or at one given moment, she may have the problems of several groups—possibly be a teen-age working wife and mother. But in general her life forms a sort of cycle. As a teen-ager in her parents' home, she has benefits which come from her parents' being in their greatest earning period. During early marriage, or living away from home while she works, her position is much more modest. As she grows into middle life, her economic power is greater and her position close to that of her family when she was a teen-ager. In later life, her way of living may again be more modest —closer to that of her early married life.

Often the sales approach can be made more specific and thus more effective through talking to a special group. Different advertisements, special promotions, specific media, variations in sales talks, and the like can be made or used which take the differences of these groups into account. But in appealing to all groups, a feminine, individual approach based on women's thinking and needs and actions is a prerequisite.

ADOLESCENT PROBLEMS AND NEEDS MAKE GIRLS FROM THIRTEEN TO TWENTY A UNIQUE BUYING GROUP

In 1956, the 8 million teen-age girls in the United States had an estimated 4 billion dollars to spend. The fastest growing age group, they are expected to number 12 million by 1965—with at least a proportionate increase in money to spend. Their spending money goes largely for personal pleasures—cosmetics, jewelry, clothes, records, movies, and food.

But the spending of their weekly allowance or part-time earnings is only a small indication of teen-age girls' influence in buying. Studies show that teen-agers have quite a say about most of the items they

use and gifts they receive—in fact they often select and buy them. For instance, in 1956, *Look* reported that 23 per cent of girls in lower high school grades and 48 per cent of girls in upper grades chose their own clothes.

Teen-agers also influence a considerable amount of the family buying. They are conscious of their home and family's possessions and often sensitive about them. Many parents give their teen-agers an opportunity to help in selecting big items such as an automobile.

These girls are also valuable to cultivate as future buyers. Girls are forming lifelong attitudes during this adolescent period. At this age they are much more open to change and suggestion than they will be at even thirty years old. Their influence—present and future—makes them an important part of the feminine market. Thus, teen-age living habits, problems, and needs and interests deserve special investigation.

TEEN-AGE LIVING HABITS. The vast majority of teen-age girls live at home with their parents. A smaller proportion go away to school or have a job and separate living quarters or are married and live elsewhere.

Most teen-age girls are single, but the number of early marriages is on the rise. In 1956, over a million teen-agers were married—most of them eighteen- and nineteen-year-olds. In fact, twenty was the median marriage age and three out of ten first children were born to teen-age mothers.

But the statistics and the teen-agers themselves took a dim view of the advisability of these marriages. Teen-age marriages are much more apt to end in divorce than marriages made at a more mature age. In a 1956 study reported by Jack Stewart in "Don't Marry Too Early!" *This Week Magazine,* seven out of eight of the married teen-agers interviewed said they would now advise their friends to wait. Not unlike older couples, their biggest problems were money, in-laws, and conflicts of personality and taste.

Today's teen-agers, more than ever before, are handling large amounts of money and earning their own money. The majority earn some money either at home or in part-time and regular jobs. Especially during the summer months, literally millions of teen-age girls take jobs. In *Adolescent Development*, 1955, Elizabeth B. Hurlock reported that working high school girls spend an average of ten to nineteen hours per week at their job. The most popular

jobs for girls were baby-sitting, clerking, working at soda-fountains, serving in restaurants, doing light factory work and housework.

The overwhelming majority of teen-age girls in school get an allowance from their families—whether or not they work. In 1956 the Youth Research Institute of New York made a study of youth's earning and spending power. This showed 81 per cent of teen-agers received a regular allowance, 16 per cent got some allowance at different times, and only 3 per cent received none. Various sources conflict on whether boys or girls spend and save the most money. In general, the amount boys and girls spend at different ages seems to be pretty close—around $3 to $4 a week in junior high school and $6 to $7 a week in senior high school. Surveys indicate a greater amount of the girls' money goes on records and personal appearance, while boys spend more on food and dating—though Dutch-treat dates are not uncommon.

For the younger girls, ages thirteen to sixteen, school is the major occupation—almost without exception. But among the older girls, eighteen and nineteen, only about one-fourth go to a school of any type. In 1956, over a quarter of a million teen-age girls entered their first year of college, and according to a survey on *The College Freshman Story* made for *Seventeen* by Gilbert Youth Research, they took approximately 115 million dollars in specially purchased goods and clothes with them. The older teen-agers who are not in school either go to work or marry—few sit and do nothing.

During adolescence, food habits are usually different than in other stages of life. Because of rapid growth and glandular changes, teen-agers need about twice as many calories as the average adult—so their appetite is usually tremendous. However, emotions greatly influence their eating, and upsets can cause undereating as well as overeating. Times of eating become very irregular. Girls snack a great deal after school and in the evening—sometimes skip meals, especially breakfast. They occasionally go on strenuous diets because of their figures or faces. Girls express strong likes and dislikes for foods, but usually like sweets and odd combinations—as well as the traditional hot dog and hamburger and milk shake. Because of irregular eating habits and odd preferences for food, many girls do not get proper nourishment and suffer nutritional deficiencies.

ADOLESCENT EMOTIONS AND ATTITUDES. Every age is an age of problems but for the adolescent, problems loom larger and seem

more important. And teen-age girls generally feel they have more problems than boys their age do. Many adolescent problems are disposed of in the early teen years but new ones take their place. For girls these problems are largely social in nature.

Teen-age girls' problems are magnified through their high state of emotionality. The heightening of emotions is due to the rapid physical and mental changes taking place. The behavior of teen-age girls is often unstable and unpredictable. They are easily excited and extremely sensitive. They are frequently moody and withdrawn—often shy and timid in relations with others. They are usually easily moved to anger and quickly annoyed. Tests have shown that girls are more inflamed by words or what people say while boys are more angered by actions or what people do. Laughter comes as quickly and easily as anger. Girls giggle and laugh among themselves—over what they consider a ridiculous hat or a silly sign or a secret joke. Almost everything is funny when they are together. They show warmth, affection, hate with equal fervor.

This time of maturing is a period of worrying over small things, prolonged daydreaming, nervousness, guilt feelings about previous behavior, and need to discuss personal problems with someone. The great teen-age identification with James Dean after his death in 1955 may have been partially due to the fact that he was the prototype of all teen-age emotions and problems. He portrayed characters in the movies who were mixed up, misunderstood, unsure of themselves—and seemed to be that way himself.

The great emotionality of teen-age girls means that they can best be appealed to on an emotional rather than a reason-why basis. They are attracted by overdrawn, dramatic terms and ideas. They respond to appeals that take their problems seriously—that are stated in intense emotional terms. They like pictures that show the import of emotions—tragedy, love, hate, etc.—in vivid detail.

Of the many teen-age problems, the need for security is one of the greatest. The world of the teen-ager enlarges rapidly from the limited realm of a child's world to the broad scope of the adult world. Suddenly, teen-age girls are faced with a variety of new situations in which they have no experience, little idea of how to behave. Their self-confidence is always being threatened because of their lack of experience and knowledge.

Girls are especially insecure and this feeling is often increased in

their relations with adults. Conflicting demands of parents and confusing demands of teachers and other adults in positions of authority put the teen-ager in a dilemma. When one parent contradicts the other's instructions, girls are in between and do not know whom to obey or believe. The new permissions and old restrictions are confusing. Parents say they can wear a little lipstick but not high heels. They may have dates with boys but only in groups. So appeals that offer a building up of confidence and a feeling of secureness should receive an immediate response from teen-age girls.

One of the greatest desires of the adolescent girl is to be part of the group. Through the group she gains the feeling of security she needs so badly. Conformity to the group is of utmost importance. No matter how radically the teen-ager may disagree with her parents and the adult world, she is conservative where her friends of the same age are concerned. If the group decrees that blue jeans, moccasins, and heavy white wool socks are the accepted costume, the teen-age girl conforms. She not only dresses like the rest of the group, she acts like them. She laughs at the same things and is torn by the same problems. She will defend group behavior and attitudes against all criticism. If her group reveres "rock and roll" music and dancing, she will fight her parents on it all the way.

When the subject of conformity was brought up in a 1956 *New York Times* Youth Forum, a teen-age girl explained in terms of Elvis Presley, "When he starts his singing and motion and girls scream, another joins in." And a fifteen-year-old girl chimed in, "It means a lot to be like the rest of the bunch."

Teen-agers receive satisfaction from their cliques whether the clique is gathered for sports, social activities, music, etc. The main characteristic is planning to be together, doing things together, just being together. Clique influences are very strong in every area of activity and the teen-ager without a clique feels lonely and left out. These cliques endure through the school years and sometimes after the adolescent leaves school. But because of shifts of interest, the out-of-school adolescent generally grows away from the old group, but she usually joins new ones.

In late adolescence, girls desire not only to belong to a group, but to have approval and to be outstanding in their circle of friends. Girls are more concerned with their popularity than boys are. They strive to achieve an accepted social status by activity within the

group. They want leadership—to have the gang gather at their house—to have a special talent—to wear the prettiest dress (within limits of conformity).

Sales stories which show adolescents how they can be one of the group—how they can be in tune with the clique—have tremendous appeal. "How to belong" is sure to gain attention and interest from all teen-age girls. In later adolescence, ways and means of winning approval, of standing out in the group, will be of top appeal. The emphasis on the group also means that pictures and details of sales stories for teen-agers that include the whole crowd have great interest.

Getting along with and attracting boys becomes a big problem area with girls in adolescence. Thoughts of and attitudes toward sex and marriage, the acceptance and growth of their feminine characteristics make this a very complicated problem. Concern with boys usually remains the number one problem with girls until they are married. Girls are concerned with being physically attractive to boys —having a pleasing personality—learning how to act around boys. They worry about how and what to talk about to boys and the accepted social etiquette.

Many of girls' questions in relation to boys revolve around dating. First, there is the problem of not having a date—some seldom have dates. According to a national poll reported in the *Ladies' Home Journal,* September, 1955, 39 per cent of high school girls do not date. This high percentage is probably accounted for by the fact that girls mature more rapidly than boys—become interested in dating at an earlier age than boys. But the girls who do not date feel unattractive and unpopular—are anxious to know how to attract boys.

Second, girls want to know how to act when they are asked for a date. Should they accept a blind date? Should they drink? What can they talk about? Where should they go? Should they kiss? How can they politely refuse a date? How can they get their date to stay interested in them?

The third problem area in dating is "going steady." Going steady gives girls a regular date—social security that they will be asked out. It is also the accepted dating pattern today—rather than playing the field. But going steady limits time and activities. A steady seldom lasts for a long period and girls have the problem of breaking up the relationship or perhaps getting their feelings hurt. There is also

the question of how far love-making should go. Finally, going steady usually meets with parental disapproval.

So sales appeals which offer ways to attract the opposite sex are extremely effective. They may be directed toward improving physical appearance or personality—girls are extremely concerned with both. Interest can also be attracted by the offering of helpful advice in the area of dating. Kotex did this very effectively in their teen-age quiz called, "Are you in the know?" This promotion gave the answers on how to behave properly in many social situations.

The changing physical and physiological levels that teen-age girls go through present numerous problems. Early adolescence especially is a physically awkward age. Different parts of the body are growing and maturing at different rates. Hands and feet may seem too large. Many girls are overweight. Skin blemishes often appear. Girls mature more rapidly than boys and in the early teens are often taller and heavier than boys their age—which makes them feel awkward and unfeminine. Also, many girls are unprepared for the sexual maturing in their bodies. They are likely to be greatly concerned or embarrassed by it.

Girls want to conform with the standards of feminine beauty as exemplified by the movies and by cover girls. But so many things about them conflict with this desire. They may go on reducing diets to strive for the ideal figure. They try to camouflage large feet by wearing high-heeled shoes or styles that make feet look smaller. Too-tall girls wear flat-heeled shoes. Adolescents tend to go to the extremes in the use of perfumes, lotions, and other toilet articles in an effort to meet their specific problem.

Thus, the appeal of beauty and attractiveness is a strong selling point with teen-agers. The discussion of physical defects and problems is almost sure to capture their attention. Products which can specifically solve teen-age physical problems—such as being overweight, skin blemishes, the changes in developing sex characteristics —are naturally interesting to adolescent girls. Teen-agers form a big market for cosmetics and are prone to try new products and remedies. Naturally food and fashion can also capitalize on their interest.

Gaining independence from parents is a prime teen-age problem. Adolescence is the period of maturing—the time of becoming emancipated from the family and free from great emotional dependence

on parents. The resistance to adults which already existed in childhood becomes much stronger in adolescence. Teen-age girls want to achieve their independence. They dislike and resent adult authority and supervision. Girls especially are in conflict with their mothers. M. Esther Harding, in *The Way of All Women*, told of a fifteen-year-old teen-ager who informed her mother, ". . . *we* care only what our own generation thinks; it doesn't matter to us in the slightest what your generation thinks of us." It is easy to see that an adult authority or a young mother, often pictured in selling to housewives, would not be a very good approach with teen-age girls.

Teen-age girls believe they are old enough to judge whether they should wear lipstick and high heels, stay out late, drink, smoke, or adopt any one of many new habits. They dislike being forbidden things and show their defiance. While admitting the need for guidance and constructive criticism, most teen-agers object strenuously to strict parental decisions. A 1955 *This Week Magazine* article by Jack Stewart entitled "Give Juvenile Delinquents the Works!", reported 30 per cent more girls than boys believed their parents limited their freedom too severely. Many girls felt their loss of privileges was simply due to their sex. However, girls are not generally as openly defiant of parents—though some undoubtedly marry with the idea of getting away from home.

Conflict with parents also arises over finances. While girls have less marked interest in money than boys do, they feel it is essential to independence. Many adolescents find their allowances are too small and do part-time work. Even when the allowance is considered sufficient by the teen-ager, the parents may interfere with the spending of the money or the teen-ager may not like to ask for money from parents. Learning how to spend money *wisely* appears to be a greater problem for girls than for boys.

Any product or sales story which offers the teen-age girl independence—mentally or financially—from her parents has great appeal. This can possibly be the offering of a way to earn money or perhaps a method of making her parents see she is grown-up. But very importantly, the teen-age girl should be pictured as independent and capable of making decisions. She does not want to see herself as "mother and daddy's little girl" anymore. When pictures of adolescent parties in homes are shown, for example, adults are usually better left out of the scene.

School is a problem, especially in early adolescence, and takes up no small part of teen-agers' thinking and worrying. Girls are generally more concerned about educational problems than boys. Teen-age girls think more about tests, grades, marks, school progress, and criticisms of their work than do boys. Their problems may consist of not liking school, not liking study, being a grade behind, feeling they are not smart enough, getting low marks in class, being obsessed by fear of failing, being restless in class. Girls oftentimes find teachers unfair and stern and are quite worried about the opinions of their teachers. Sometimes the dissatisfaction with school is so great that they leave school. Other reasons for leaving school are economic needs and the lure of jobs.

Sales stories which offer them better adjustment and success in school work or activities appeal to teen-agers—though not as much as many other areas previously mentioned. Products which aid study habits, promise better grades—such as study lamps, desks, helpful books—will also be of some interest.

In late adolescence, teen-agers become concerned over the future. For girls the main problem is, "Will I get married?" They plan ahead—some collect items for their hope chests—listen to the plans of other girls who are marrying. Boys' concern with the future largely centers around the choice of vocation and how much money they can earn. They also have the problem of duty in the armed forces.

Along with planning for a home and family, girls show a decided interest in working. In 1956, *A Study of Adolescent Girls* conducted by the Survey Research Center, University of Michigan and sponsored by the Girl Scouts of the U.S.A. found today's girls ambitious. A college education was desired by one out of every three girls interviewed. Almost all were interested in working and jobholding, though very few actually expressed interest in a *career.*

This concern with the future means that girls will accept sales stories and products offering them aids for their future life. They will be interested in knowing things that will help them make a better, happier marriage. Many of them will want to sew and cook. Also, many of them will be saving material things for the future—silverware, linens, china, crystal, and the like. The appeal to stocking up their hope chest—with both material possessions and richness of knowledge—is often successful.

In the late teens, adolescents become concerned with developing some philosophy of life that will give meaning and purpose to living. This period of investigation and questioning of moral, ethical, and religious values may be very disturbing. Moral values are constantly being examined. Teen-agers will stay up all night discussing problems of religion and morals—trying to find the answers. Differences with their parents' views and inconsistencies on the part of respected adults make it difficult to know what to accept. A teen-age girl's parents may feel divorce is a disgrace, yet the girl may know people outside of her home who are more lenient toward divorce.

There is a gradual but steady increase in moral discrimination between the ages of twelve and sixteen. Moral values also change as girls grow older. Younger adolescents may strongly condemn as wrong smoking, playing cards, playing hooky, while older groups of adolescent girls may not term these things wrong.

There is very little agnosticism among high school students. Many are better church-goers than their parents. Girls generally are more religious and feel a stronger need for religion than boys. Religious awakening occurs earlier in girls than in boys, and girls frequently are more susceptible to the emotional appeals in religion than boys.

While teen-agers are interested in moral and religious concepts and need guidance in developing their philosophies, these subjects can seldom be used in selling—for the differences in beliefs are many. Mainly, the adolescent concern with moral values means that care should be taken not to offend their moral sense in any way. For teen-agers are inclined to condemn many actions—such as smoking—of which their elders take a more tolerant view.

INTERESTS OF TEEN-AGE GIRLS. Adolescent interests are in a constant state of change, growing from childhood to adult interests. With girls, the stress is on social activities—most especially those which include members of the opposite sex.

During early teen-age years, sports are very popular and school athletics attract all adolescents—though they are less popular with girls than with boys. Girls' tendency toward more passive forms of recreation increases as they progress in their teens. While the interest in active participation in sports decreases, the interest in watching sports—going to a football game or a basketball game—increases. However, this interest is largely social. The fun comes from

being with a crowd or having a date rather than from the sport itself.

Parties, dating, and dancing are among the favorite activities of teen-age girls. They like parties and make their own arrangements for them. Gatherings that are informal appear to be preferred. Girls like to dress casually, have simple food and unplanned entertainment—just dancing and talking and the like.

Dating is usually on the week end—and also usually informal. The teen-age couple may sit around with a crowd, go for a drive, do some dancing, take in a movie, go to a party, or perhaps even take a walk.

Listening to records is also high on the list of adolescent interests. Teen-agers buy a large portion of the records sold each year. Not only do they delight in the popular music as always, but they are becoming more interested in the musical classics. Records, whether to listen to or dance to, are an essential part of the life of a teen-age girl. Elvis Presley and Pat Boone provide for this generation of teen-agers what Frank Sinatra did for the last—though he is still popular today.

Perhaps the favorite recreation of teen-age girls is talking—with their own generation at least. In surveys, girls from fourteen to eighteen have placed talking as first choice in leisure-time activities. Much of the activity of cliques is confined to gossiping and exchanging confidences. Parents find that no sooner has their daughter come home from a friend's house than she must call her up on the phone to tell her something "very important." She talks on the telephone with boy friends for hours at a time. Surveys show that favorite topics of conversation concern parties, dates, jokes, books, movies, movie stars. Among older teen-agers and college girls, it is more often dates, clothes, sororities, food, and dancing as well as sex.

Teen-age girls also take a tremendous interest in clothes and their personal appearance. They want to have *lots* of clothes. They insist on being in style with the group. When there is a conflict between what is becoming and what is being worn by the group, girls usually choose the latter.

Teen-age girls' interest in their personal appearance affects all areas of beauty and cosmetics. For instance, Chanel, Inc., well-known perfume and cosmetic maker, has put an emphasis on establishing a

brand preference in girls while they are young. In 1956, Chanel set aside a portion of their advertising budget for promotion aimed directly at teen-agers—using teen-age media and a teen-age theme centering on "growing up" and dating.

Food is also an interesting subject to teen-agers. It is an important part of their social life. No party is complete without food. Girls like foods which are filling—and very importantly simple things they can make themselves for parties or when the gang drops by.

The Charles E. Hires Co., maker of Hires root beer, in 1956 promoted sales largely to teen-agers—capitalizing on the fact that this age group consumes the largest amount of soft drinks. The advertising campaign featured teen-age parties with copy phrased in teen-age talk—with added support from disc jockey radio shows.

And increasingly, diet is important to the teen-age girl, but most often for beauty rather than health reasons. She is prone to be overweight and may have skin blemishes. So girls are interested in foods which are nonfattening and low in fat and sugar content.

Many girls in this age group are already interested in things for the home. Some are recently married and others are making decisions on the tableware and goods they want when they are married. Girls may have home goods they have bought themselves or probably more often asked for as gifts. The Institute of Student Opinion in 1956 made a survey for *Scholastic Magazines* which showed that 12.5 per cent of junior high school girls and 21.3 per cent of senior high school girls already had some silverware of their own.

Magazines, radio, television, and newspapers hold great interest for teen-age girls. Their reading interest in magazines leans toward romantic themes and suggestions on how to be beautiful and glamorous. They like movie magazines, women's magazines, and confession-type magazines. However, teen-agers find interest in the picture magazines too.

Interest in the newspaper grows as they grow older. Teen-age girls like to read the society and women's section of the paper especially. They show a preference for comic strips which have a girl heroine and center on romance or home.

Teen-agers often relax or study to the background of the radio. Disc jockey programs are generally their favorites. In television, junior high school girls voted "Hit Parade," "I Love Lucy," and

"Medic" their favorite programs in that order while senior high school girls chose "I Love Lucy," "Medic," and "Perry Como" in that order according to the 1956 survey released by *Scholastic Magazines*. While favorite programs change, these shows are representative of teen-age preferences in television.

During high school years, movie attendance among teen-agers declines compared with their primary school years because of the broadening of interests. Girls prefer dates and dancing though they still enjoy movies. They like romantic, historical, and tragic subject matter and usually have a favorite male and female star.

HOUSEWIVES FORM A TREMENDOUS BUYING GROUP WHOSE PROBLEMS CENTER ON AND EVOLVE FROM HOME AND FAMILY

Out of the approximately 40 million married women in the United States in 1956, about 27 million were exclusively housewives. Due to sheer size, they form the largest group of women buyers. Their spending power is great for most women do the majority of shopping for the whole family. They buy most of the food and drugs, help buy clothing for the whole family, plan purchases for the house. And today, housewives are more and more taking over the entire family finances—paying the monthly bills. When they have children, their purchases increase greatly.

An understanding of the needs and special problems of housewives will aid the seller in tapping this tremendous market.

LIVING HABITS OF THE HOUSEWIFE. The housewife, of course, lives in a family group—sometimes in an apartment, sometimes in a house. But increasingly it is a home of her own. And if average, about every five years she moves from one town to another—or one house to another.

She was probably married before her twenty-fifth birthday. American women are marrying increasingly younger. More than half marry before their twenty-first birthday and four-fifths are married before their twenty-fifth birthday. She usually has one or two children. But with bigger families back in style, she may have three or four.

Her husband may be in a variety of occupations—but in 1956 his income averaged slightly over $5,000. Most often he keeps fairly regular daytime hours and is at home in the evening. But a good many husbands either travel in their job or work at night.

Most of the housewife's time goes to homemaking—though the number and age of children greatly affects the hours needed. In a February 1956 article "The Plight of the Young Mother," the *Ladies' Home Journal* cited a study in Oregon by Maude Wilson which found that homemaking took about 50 hours per week in the childless family; about 68 hours when the youngest child is between one and six years; and about 94 hours (in the city family) when the youngest child is under one. The housewife probably does not have a servant though she uses modern appliances in many of her tasks and occasionally gets a helping hand from her husband.

A housewife generally has more leisure time than the working wife. She does more visiting and relaxing, spends about equal time in community work, but probably devotes less time to personal care and dress than the working wife.

Entertainment is largely at home. But the housewife may go out one evening to the movie or visiting friends with her husband. While many are traveling to foreign countries, most housewives probably take a vacation of a week or two with their family in the automobile.

PROBLEMS AND ATTITUDES OF THE HOUSEWIFE. One of the most common problems among housewives is that their life is too confining and that they are lonely. The company of their children and the activity of housework does not satisfy their need for companionship. Their husbands are often tired and untalkative at the end of the day. As a result, a nervous fatigue is added to their physical fatigue. When questioned, they often express a need for recreation and for getting away from the house. A week end away alone with their husband would give them a new lease on life. They find having lunch in the city with their friends for a couple of hours is stimulating.

But for women with children these apparently simple remedies are not easy. Not many housewives have steady help with whom they could entrust the children for a week end. Their parents and relatives frequently do not live in the same city and therefore cannot help out. Even taking off for a couple of hours is not practical because maybe Johnny will be sent home from school sick that day.

The problem of loneliness is greatly intensified for the woman whose husband travels. He spends week ends with his family and sometimes is away for a few weeks or a month at a time. Men in the armed forces are often in this category. The housewife in such cir-

cumstances is overburdened with responsibility. She does not have her husband home to talk things over with in person, to share decisions that need to be made on the spot, and to give her the tenderness and affection she requires. Also, many women whose husbands are in the executive class and must work long hours or entertain for business find themselves alone night after night.

The product or service which can directly or indirectly help fill this loneliness is almost sure to have wide appeal for housewives today. A sales story which is sociable in itself or shows women how their lives can be more social will draw the attention of this entire group of women. Activities and hobbies and skills which will fill the hours in a more creative fashion will be welcomed.

Perhaps the greatest emotional need of the housewife is romance. After a few years of marriage her life has settled into a routine—which may be satisfying in many ways but is hardly glamorous. The romantic attentions her husband paid her in their courtship and early married life are gone. Life is more realistic and more routine. The day is filled with small tasks—and there may be little change from week to week. She feels the need to escape from this routine—to bring romance into her life. Thus, her interest in soap operas, love stories, romantic novels.

Products which bring romance into women's daily lives immediately profit. This can be done through romantic approaches or promises of romantic results from the use of a product. A sales story can offer women escape from their daily routine lives—an opportunity for fantasy. As well as realizing that her job lacks glamour, a housewife often feels it lacks prestige—in her own eyes and the eyes of others. The building of the prestige of the housewife and the homemaking jobs through making them more worthwhile and interesting is one of the strongest appeals to the housewife.

If a housewife has children, she is also faced with problems of time and a compulsion to bring the children up properly. When children are young they are a 24-hour-a-day care. There is never enough time to go around—always so many things to be done. Often she pushes herself beyond the limit of her endurance. Lack of domestic help has made time more precious and a modern emphasis on devoting time and extra energy to children has made the job more exacting. A woman feels she must see to every little detail herself. If

she does not—if she often leaves children with a baby sitter or leaves things undone—she is inclined to feel guilty.

So the housewife with young children is open to the appeal of both time-saving methods and ways of satisfying herself that her children have the proper care and attention.

INTERESTS OF THE HOUSEWIFE. The major interests of the housewife center around the house, just as do her problems. She is interested in everything that has to do with her husband and family. She is eager for new recipes and proud of her cooking. She is attracted by new decorating schemes and shows pride in her home. She is attracted by short cuts to housekeeping in her desire for more leisure time. She is absorbed by thoughts and actions regarding the health and education of her children.

Housewives' romantic interest is high. It is reflected in the movies they select, the books they read, the magazine fiction they read, the radio programs they listen to, and the television programs they watch. However, the type of romance they are interested in is generally not the highly dramatized confession type the teen-ager is inclined toward. It is more realistic and largely centers around romance in the home.

Several magazine surveys show that during the time they are bearing and raising children, women are more keenly interested in magazines designed specifically for women and for the home than in general magazines. Married women tend to favor service publications at least until the age of forty-five.

Younger married women with children have been found to be the greatest viewers of television. This is undoubtedly due to the fact that they are confined to home by the young children and often do not have the extra money to spend in going out.

WORKING WIVES AND MOTHERS FACE TRYING PROBLEMS OF A DOUBLE JOB

Of the approximately 22 million working women in 1957, about 13 million were married and many of these women were mothers. Though they are not as large a group as the full-time housewives, they are a potent buying influence, for they earn a great deal of money on their own. Through going to work they often push their

families up into the middle-income group and increase their extra buying power. And like the full-time housewife, the working wife often manages the entire family budget.

However, as a group, working wives seem to be harder to sell. For they have less time to buy, are harder to reach, are busier. Their greatest problems and needs are in some cases quite different from those of full-time housewives.

LIVING HABITS OF THE WORKING WIFE. The working periods in a married woman's life follow a general pattern. She works from the time of her marriage up until the birth of her first child. In 1956 about three-fifths of young married women with no children worked. On the arrival of her first child she usually stops work. Only about one-eighth of wives with pre-school children worked in 1956. But often she returns to work when the children reach school age. In 1956, two out of every five women with children between the ages of six and seventeen worked. Or she may wait until they are well along in school or graduate or marry to return to work. In 1956, five out of ten women in the labor force were over forty. And these women will usually continue working through their fifties or into their sixties.

Working wives come from all income groups. In the lower-income groups it often is a necessity for wives to work. But the National Manpower Council reported in *Womanpower,* 1957, that the number of women in a higher-income group working was sometimes greater than in a lower bracket: "As the husband's income rises, the mother with young children is less likely to be employed. Among women with children past school age, the proportion working falls when the husband's income goes over $5,000. When the husband's earnings amount to $10,000 a year or more, however, the percentage of working mothers rises."

Married women work for several reasons—with economics playing a big part. In many cases, they work from real necessity, to keep their families from being deprived. In other instances, they work to supply the luxuries, which have become necessities, for their families. They wish to provide better educations for their children, buy a home or the expensive items that go into it. But more and more women go to work because they want to. They feel a social need to mix with adults after so many years of concentrating on children's problems. They want daily companionship. They desire a change in

living habits and pace. They often go to work because they feel work outside of the home is of more worth than work in the house. Or they may want to continue the work for which they were equipped in school or through experience before they were married.

Married women work in sales positions, in office jobs, in service categories, as domestics, in factories, on the farm, and in the professions. More working wives are employed in clerical and statistical work than any other, though many are skilled laborers or industrial workers. Some working women have reached top levels in the professional and business world and are held in esteem by men as well as women—though their numbers are few.

The analysis by General Electric of the homemaking habits of 700 working wives brought forth the following information. The average working wife had five rooms in her home; 50 per cent were living in one-family houses, 23 per cent in two-family houses, 8 per cent in three- or four-family homes, and 19 per cent in apartment houses. The average woman provided 39 per cent of the income in the household, or about $2,450. In the case of 64 per cent of women all the members of the family were at home together two days a week; 45 per cent reported that one or more members of their family were at home while they were working, either husband, son or daughter, or other family member.

Most surveys on the habits of the working wife agree she spends as much time as the full-time housewife on household chores—though she does her work at different times. The working wife crowds her housework into the early morning, after supper hours, and week ends. Her leisure hours are few but she has time for recreation—spends time on her personal appearance. If she has children, she spends considerably less time with them than does the full-time housewife.

WORKING WIVES AND MOTHERS AND THEIR SPECIAL PROBLEMS. The working wife and mother has many of the same problems as the full-time housewife, such as food, care of house and family, though she has solved the housewife's problem of loneliness and lack of adult company. But her working activity outside the home may bring about a set of complex problems.

The major problem of the working wife is time. She is performing two jobs. After a day at work, she comes home to fulfill the duties of homemaking. In most cases, she works, cleans, irons in the re-

maining hours of the day—and also arranges time for companionship with husband and friends—and perhaps time to help out in the community. Sometimes the task seems overwhelming. If she finds her job dull and is doing it only for money, the full schedule is a tremendous burden.

Despite these demands on their time, it is reported that the working wives do not take great advantage of time-savers in their household jobs. Their use of prepared foods and appliances and gadgets is generally not any greater than by full-time housewives. This may be due to the fact that the various conveniences have not been strongly promoted directly to working wives in the past. They are seldom approached as a group in advertising—though the appeal of time-saving could gain tremendous interest from them.

Another problem of working wives is that they often feel they are being criticized for working. Many people feel women should remain in their homes in order to manage them well. Also, husbands may be criticized by others or may feel others are thinking they are not able to support their wives—whether or not this happens to be true. This often makes men reluctant to have their wives work. Women feel this lack of cooperation even if their husbands do not openly protest.

Working wives want very strongly the assurance that what they are doing is right. The sales approach which reassures them in this direction—makes them feel that time missed from the home is made up for by the financial contribution, pictures working as socially approved—should have tremendous selling power to working women.

In addition to these problems at home, the working wife has problems in her job. She must perform her job well and efficiently despite demands from her home. She sometimes finds herself involved in emotional situations in her job—is often called upon to spend extra hours. If she is serious about her job, she finds barriers to getting ahead. In most fields women are still paid less and promoted more slowly. Often there is a prejudice on the part of men regarding dealing with women where large sums of money are concerned. There is a resentment of women as bosses among some women and especially among men. There is a feeling that women are not tough enough for certain problems; that women are too emotional for top positions; that they are less hard-working and ambitious than men; that they like responsibility less than men; that they allow marriage to

interfere too much with the functioning of their jobs. So, if a woman wants to get ahead, she finds she must work harder.

Products and services which can help working wives perform their job efficiently will be welcomed. But a selling approach to working wives based on getting ahead in business would probably not have general appeal.

One of the most surprising problems of married women who work is whether they can afford it. Their personal expenses increase considerably when they work. There is generally the need for a more extensive wardrobe. This is costly to maintain with the extra dry-cleaning bills, shoe repair, and nylon stocking replacement. There are the transportation costs, contributions to office collections, club or union dues, lunch hours which include eating out, and sometimes impulse shopping. Additional household expenses are often incurred for baby sitter or maid. There are no income tax deductions for these things, even though a woman's earnings may put the family in a higher bracket. Sometimes a woman finds that even if she wants to work for the fun of it, she can't come out even.

The overwhelming problem of pressure belongs to working mothers. The working mother goes to bed late and gets up early. She rushes through her housework and spends evenings and week ends trying to finish up. She must perform as homemaker, wife, and mother as well as working woman. Her husband and children require her attention while at the same time sorting the laundry becomes an imperative task.

The working mother may be kept up all night with a fretful or ailing child but must report to work cheerful and rested the next morning. She leaves her child behind with the maid or a relative, but worries all day about the child between frequent phone calls home. She feels guilty at her neglect of the ill child. Sometimes she stays home and then she worries about her absences from the place of business. Even when the child is well, the working mother is besieged by minor problems such as a birthday party or a school play, both of which invariably come on a weekday. Her child questions, "Why don't you stay home like Michael's mother does?" The feeling of guilt increases.

If the child is young she is criticized by others for leaving her child under the supervision of another person or at a nursery school. Finding the proper help to take care of children is a problem and

paying for this kind of aid takes much of a working mother's salary.

More than any other group of women, working mothers need approval and self-confidence. Products which offer them ways of performing both their jobs with the feeling of rightness should be overwhelmingly successful. Sales approaches which support them in doing both jobs will receive their enthusiasm—for instance, a toy that will keep the sick child entertained in bed all day so he'll be happy until mother gets back. Time-saving appeals should also attract many working mothers—especially when connected with the idea of extra time for the family. That is, "Here's a short cut to laundry work so you'll have more time to spend with John and the children."

INTERESTS OF WIVES WHO WORK. Working wives have much the same home and family interests as full-time housewives—though they probably have slightly less interest in escape from the routine through fantasy and romanticism. They also generally derive some special interests either from the work they do or the people they meet at their jobs. They also show great interest in clothes and personal appearance. When they go out to work—to meet the public—they want to look well. And for many of them, such as sales girls, it is a requirement in their job. They are interested in reading about fashion, trying new beauty products, hearing hints about caring for their clothes, discovering new hair styles, and the like. Of course, all women give attention to these matters, but the interest of the working wife is intensified by the fact that she must be presentable every morning when she leaves the house for work.

Due to their relative lack of leisure time, working wives usually do not spend as much time or have as much interest in the various media. They are seldom reached by daytime radio and television except on the week ends and even then they have less time to spend on them than the full-time housewives. It is believed that at least as many women in this group as in others read the newspapers. They too read the women's magazines and the general magazines—though it logically seems they would have less time to spend on them.

The interest of all working wives in various products and services could be heightened by simply including working wives in the sales story—something which is seldom done. They would readily identify with a picture of a woman coming home after work or a phrase such as "On your way home from work."

WOMEN WITHOUT MEN FACE PROBLEMS OF LIVING ALONE AND SUPPORTING THEMSELVES

In 1956, there were nearly 5½ million single women twenty years old and over in the United States. There were more than 7½ million widows twenty years old and over and about 1⅓ million divorcees of fourteen years and over.

In terms of buying power, this group is small compared to others due to size and income. But these women serve as a market for many items and can be best appealed to through their special problems and interests.

LIVING HABITS OF WOMEN WITHOUT MEN. In 1956, about 17 per cent of all households, quite a large number, had women as a head. This figure is expected to rise appreciably because women live longer than men and because of the idea of small, self-contained households. Many, many single women live in their parents' homes. But especially as they grow older, they move out into apartments or even homes of their own—or live with other single women. Some divorced or widowed women return to their parents' homes or go to the homes of their children. But many maintain their own households.

When these women do have homes of their own, they most often keep house on a smaller scale than married women. They have fewer necessities, need less room, buy less, and the like—unless there are children in the home.

In 1956, about 9½ million single, divorced, or widowed women worked. Frequently divorced and widowed women who did not work during their married days go back to work to fill the void in their lives or to provide the money to support themselves and perhaps their children.

Though their social life is often limited, most of these women will marry. The majority of single women will marry before they reach the age of thirty-four. Only about 7 per cent will remain single. About 70 per cent of the divorcees will remarry and many of the widows will also remarry.

PROBLEMS OF SINGLE, DIVORCED, AND WIDOWED WOMEN. Single women, earning their own living, often yearn for what they believe is the easy, secure life of the married woman. They long for the element of social success or social position that marriage connotes in our society. There is still a stigma attached to singleness. Even

women who basically do not want to marry may desire to do so because of the social deprivation they feel in being single. Social restrictions are not as inhibiting as they used to be; single women do many things together, such as going to cocktail lounges, to theaters, and to restaurants. But it is still considered with more approval when women are escorted by men. Single women are also left out of many social functions where only couples are desired.

To be married is the pattern in American society and however successful single women may be in their careers, they are still considered to be on the outside. To be unhappily married is socially more acceptable and is considered a higher achievement today than never to have been married at all.

At least as important as the social level of the problem is the emotional area. Psychiatrists say that single women sometimes feel they are not lovable. If they are frustrated in their wish to marry, they have many anxieties and tensions. They miss the lasting love relations with a member of the opposite sex and often unconsciously resent that they are not fulfilling themselves as women and mothers. Some often are apt to romanticize the state of matrimony to such an extent that they forget that marriage and motherhood may hold as many unhappinesses as singleness. In many cases, though, they are financially better off and have fewer problems than their married friends.

Even though divorced and widowed women have higher social prestige than single women and a less idealistic view of marriage, they find living without men lonely and feel the lack of companionship. They also find that a woman alone is not asked as many places or able to come and go as freely.

So women without men find they have two basic needs or wants. First, most of them would like to get married—this is probably paramount. They are interested in men and want to make themselves as desirable and attractive as possible. So romance and enhancing their appearance and personality are powerful appeals to them.

Second, they want to be able to do things more easily without a man. They like things which are simplified, easy to manage—they like to have someone else take over for them. Products and services which can provide these qualities are welcomed. Packaged tours, for instance, give all these advantages to lone women—they feel safe and secure.

Many of these women also have the problem of supporting themselves. They meet the same problems on their jobs as married wives do. They want to perform their jobs well—at least well enough to stay employed. And if they are serious about their jobs, they are discouraged by the same resistances to advancement that married women meet. But if women alone are supporting themselves almost completely—and perhaps have others dependent on them—money, especially enough money, becomes a great worry. They are often unsure if they are making wise decisions, if they are spending money well.

Products and services which offer them advice in the areas of financial management and handling of money have great appeal. Economy can also be an important factor in this group.

INTERESTS OF WOMEN WITHOUT HUSBANDS. Women without men find recreational outlets in going out with men and women friends, in reading, and participating in clubs, religious activities, social groups. Romance has top appeal. They are also often interested in travel and employing leisure time pleasantly. As they grow older they become interested in ways of securing their future for they realize that it is less likely that someone else will provide financial security for them.

Many of those in the more educated group are career-minded and like activities that revolve around the kind of work they are doing. They go regularly to meetings of their professional group. They read their trade magazines. They help out at the bazaar to raise funds for an organization. They identify themselves and immerse themselves in the industry. They are interested in ways of occupying their minds and satisfactorily filling their leisure hours.

In their extra leisure, they spend a good deal of time with magazines, newspapers, radio, television. For those who work, of course, daytime radio and television are generally not on their list. They probably are less interested in the women's service magazines than married women, tending toward the more specialized publications in the fields of fashion, beauty, travel.

MATURE WOMEN FIND TIME ON THEIR HANDS AND THE PROBLEMS OF GROWING OLD

The older group is swelling in numbers, becoming a more important force every day. Only one person in twenty-five was over sixty-five

years of age in 1900. By 1956, this had risen to one out of every twelve. And today women are outliving men by an average of six years. In 1956, about 15 million women were over fifty-five years of age.

Not only is the number of older women growing, but their spending power is growing. Part of this is due to the fact that they are inheriting money from their husbands. But they are gaining money by working. Between 1940 and 1956 the total number of women in the working force increased 53 per cent—while the number of women over forty-five working increased 161 per cent.

The needs of older women are not usually as great as those of younger women with families. Mature women are often set in buying habits and their income sometimes limited. But due to sheer numbers they are becoming a large and potent group which can be cultivated by catering to their special wants and problems.

LIVING HABITS OF MATURE WOMEN. The majority of mature women are keeping house or helping relatives keep house. By the time they are sixty-five the majority of them are widowed. In 1956, less than a quarter of the women over fifty went to work. After sixty-five years, only about 10 per cent worked. But older women generally find it easier to get jobs than older men. Most employers find they are quite productive and seldom absent from work.

As they grow from middle age to old age, women's living arrangements change. Until fifty or sixty years of age, most of them live in a home with their husbands and children. In *Older People,* Robert J. Havighurst and Ruth Albrecht reported the following household patterns of elderly women: "About 41 per cent of them will be widows living with children and grandchildren, 18 per cent widows or spinsters living alone in their own house, 18 per cent women living with their husbands, 17 per cent living with their husbands and children and possibly grandchildren, 3 per cent widows or spinsters or divorcees living in rooming houses or hotels or institutions, 3 per cent living with brother or sister or cousin or friends."

Not only do living arrangements change, but so do food habits. As early as forty, women generally modify their eating habits. There is a necessity to avoid extra calories in order to maintain health, to use less salt in diet and more protein and minerals.

Older women also have fewer social and community activities than married women. They drop out of old clubs and circles—and

hesitate to start new activities. Take religion, for instance. In later years, religious faith and convictions grow—but attendance at church lessens. Surveys show that older people attend church less than in their youth—and less than any other adult age group.

PROBLEMS OF OLDER WOMEN. Getting older is demoralizing to many women. The loss of physical attractiveness and the loss of ability to have children are interpreted by many aging women as a loss of their value as women. At this time of life, their children are often leaving home and women feel they have nothing worthwhile left to do. They perhaps may also lose their husbands through death or divorce. Women feel much as men do when they retire after working hard for 30 or 40 years.

So loneliness and lack of things to do with their time are two major problems—perhaps the most important problems—of older women. They want and need something to fill the void. They are quite capable mentally and physically of carrying on a great many activities—but many of the activities of their youth are not appealing. Community activities and building for the future have lost their appeal. Older women want to develop individual skills—to achieve something personally worthwhile to them.

Products, services, sales stories which promise leisure-time interest—offer to fill the void with worthwhile activities—probably have the highest appeal to older women. Many types of recreational activities, arts and crafts, hobbies hold high interest for older women.

Older women also often have the feeling of being left out of life—of being left behind. Their senses and reactions are somewhat slowed down. They are less quick at learning; their memory often seems to fail them. Younger people are apt to take a condescending attitude toward them—treat them with respect due to their age, but put little stock in their ideas and suggestions. Even advertisements and magazines seem to leave them out—for these pages and pictures are largely filled with younger people.

The picturing of older women as a part of life, the treatment of older women with respect for their knowledge instead of their age is certain to appeal to this group. They want to be included—need to have a respected place in society.

Finances are still often a problem with older women even though more older women are going to work or being well provided for by their husbands. Their incomes are generally less than if they were

in middle life. Some women have no income at all and have to depend on relatives or public charities. Illnesses may eat up money and savings quickly with doctors' bills, medicines, and hospital bills. Dependence on children for financial aid is sometimes a bitter pill to swallow. Also this injures the sense of independence that a woman may have had during the earlier years of her life. Fear of dependence is there even when financial need is not.

Promises of financial security, ways of making small incomes go further, plans for remaining financially independent are of great appeal to many older women. Even though not directly connected, many products have the possibility of using this appeal. They may be thrifty in themselves. Or they may gain interest by telling the stories of older people who have successfully managed on small incomes—and *how*.

Another major problem of older women is failing health. Many changes come about during the later years. When a woman reaches forty-five or fifty, her body demands more care and attention if she is to keep well. She must rest when she is fatigued and attend to small physical ailments which become more difficult to throw off. The decline in physical health and vigor and the various ways in which she must slow down are depressing. In older women, when health starts to decline, there is a fear of physical helplessness. After a useful active life, the older woman dreads the thought of becoming bedridden and a burden on others. The diseases of old age sometimes attack and deprive a woman of physical or mental faculties.

In many cases, a woman finds she doesn't hear as well or see quite as clearly as she used to—but doesn't like to admit it. She can't eat the same foods as she used to. Often she has mysterious aches and pains which bother and worry her.

Older women are a big market for health products. They buy many drugs and remedies. They are almost always open to the appeal of good health—mentally and physically. Travel and recreational and food products and services can especially use this approach.

Connected to declining health is a decrease in physical attractiveness. Older women often put on weight, lines in the face deepen, hair turns gray, and the skin is less firm and clear. Due to the emphasis on youth and a natural desire for being attractive, older women want to camouflage as many of these changes as possible.

They find they need to use more cosmetics than in their youth to be attractive.

So methods of retaining a youthful appearance, being physically attractive are appealing to many older women. Beauty and cosmetic products will be of interest to older women—especially if promoted from their point of view. It is not a romantic interest as in their youth, but a physical feeling and look that concerns older women. Mature women are seldom shown in cosmetic advertising so older women have a hard time identifying themselves with these products. The appeal to youthfulness and physical attractiveness, keeping alert and looking alive, can also be used in promoting other products and services—such as travel and entertainment.

Many older women also find it difficult to make satisfactory living arrangements. Living with children, which might appear to be a satisfactory solution to loneliness or financial problems, often turns out unhappily and creates many tensions and misunderstandings between the generations. Then older women may feel unwanted, unneeded, insecure. This is a severe blow to women formerly mistresses of their own households and mothers of their children in their own homes. The children have departed from the home and seem to have forgotten mothers' importance. When mothers live with their children, their desire to supervise the kitchen is interpreted by the daughters or daughters-in-law as interference and not aid. Their advice to the grandchildren is received with the usual skepticism of the younger generation getting instructions from the older generation.

Thus products which can offer to help older women make satisfactory living arrangements will receive great attention. Sales approaches which offer them a way of life which includes companionship, prestige, and a sense of security have high appeal.

INTERESTS OF OLDER WOMEN. As they grow older, women's interests show some decided changes. They are less interested in romantic themes—they prefer more realistic situations. Their interest in home and family wanes slightly or else they feel they no longer need advice on how to manage them. Older women's interest in magazine articles on home decoration and food and the like decreases.

Their interest in current events and in social and economic problems increases. There is also an increase in gardening interests. Often older women want to develop skills—take courses in adult education or crafts and arts.

They like to socialize—especially with people of their own age. They may join a club for older people—though they often drop out of general community organizations. Summer camps and health camps attract some older women. They are interested in travel and go when they are financially able and in good health. Some travel advertising has geared efforts to mature markets and featured women in the 55–60 age group in advertisements and promotions.

Older women are generally less interested in the movies than when they were younger, but many of them are great radio listeners. According to *A Qualitative Study of Magazines,* by McCall Corporation, women over forty-five become more interested in publications such as the *National Geographic Magazine, The Saturday Evening Post,* and *Time* in contrast to the service and shelter magazines which they liked in their child-raising years.

FEMININE GUIDEPOST

During their lifetime, women find themselves in distinctive stages due to their age, occupation, and marital status. With women at these various times, some appeals will be greater than others.

1. During adolescence, girls are extremely susceptible to sales approaches offering them acceptance by their group, independence from their parents, help in attracting and getting along with the opposite sex, and improvement in their personal appearance. Due to their emotionality, romantic and highly dramatized appeals are often most successful.
2. Appeals which offer housewives escape from the routine and a way of filling their loneliness most often fare best. If they have children, time-savers and suggestions of properly fulfilling the mother role are also highly interesting.
3. Working wives have the problem of filling two jobs. They can be appealed to by sales stories which support them in going to work, which offer them extra time, which help them make a success of both jobs. If they have children, approaches which help working women overcome guilt in leaving them are tops.
4. Women without husbands have the problems of attracting men and being able to go places and do things by themselves. So they are receptive to appeals which promise to make them more attractive to men, offer them ways of meeting men. They also like products and services which make it easier for them to do things by themselves. Supporting themselves and loneliness are also great problems, so products and sales stories which can answer these needs are appealing.
5. Mature women face the problems of old age and extra time on their hands. They are open to appeals which offer them a useful, respected place in society, that promise to fill the extra

hours with something worthwhile, and provide ways of maintaining good health. Many older women also have financial problems and problems in making living arrangements. So approaches which help in solving these problems should be successful.

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